Most Widely Read Weekly Newspaper In San Diego County -- We Circulate!

Always Boosting Ocean Beach, Mission Beach, Pacific Beach and the Entire Point Loma Peninsula

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THE BEACH NEWS

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"Buy At Home"—Patronize Your Community Merchant

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Chamber Denounces 'Mattoon' Plan For Proposed Sea-Wall

WIDENING OF BRIDGE
AND CHANGING OF NAME
DE FOE STREET ENDORSED

The O. B. Chamber of Commerce held its regular weekly meeting, Tuesday evening with F. B. McElwee presiding. A committee appointed some time ago to confer with Gas and Electric company to have unsightly poles on Newport avenue removed, reported that the poles had been taken away.

Mr. Dumont presented a petition of property holders on De Foe street to come before the city council next Monday asking a change of name from De Foe street to Sunset Cliffs boulevard. Secretary McCoy was instructed to write the council indorsing the change.

A resolution was presented denouncing the effort to erect a seawall under the Mattoon Act. This was carried unanimously and the secretary was directed to forward a copy to the city council.

Legislative committee reported that the city manager promised to repair De Foe street near Sunset Cliffs, where two bad places in the pavement was caused by the sewer department not properly tamping the earth in the sewer ditch.

A committee was appointed to confer with the traffic commission in reference to the building of another section to the bridge across Mission Bay, as the traffic is becoming too congested for the single roadway as it is at present.

After discussing several minor matters the meeting adjourned until next Tuesday.

Directors present: McElwee, McCoy, Skinner, Rabsahl, Fitzpatrick, Rankin, and Claspill.

Enlarges Business And Establishment

CHARLES CUNDELL BUYS
FORMER OMAHA MARKET
AND MAKES INCREASE

An important change in the business world of Ocean Beach took place early this week with the purchase by Charles Cundell of the grocery and vegetable business adjoining his meat market and formerly known as the Omaha market, conducted by E. W. Grenawalt.

Upon the consummation of the sale, Mr. Cundell immediately arranged with contractor George Finley for the enlargement of the triple stores by the addition of considerable shelving and the removal of a large section of the dividing partition wall, making a very attractive and commodious general market. Special attention is called to the display announcement on another page of Cundell's Market, where remarkably low week-end opening prices are listed on standard merchandise. This modern custom will be continued on different goods each week and patrons are advised to water the ads. regularly for bargains.

Mr. Cundell has retained the services of Ben Stradley as manager of the meat department, while Mrs. Edith Creed and Leo Johnson will attend to affairs of the grocery and vegetable section of the big triple market, all under the immediate direction of the popular and enterprising proprietor. The phone number is Bayview 0296 and prompt and courteous service is assured always.

Kodak Finishing—Froide—Bacon St.

FABER'S FOUR STORES
GIVE SPECIAL BARGAINS ON
SATURDAYS AND MONDAYS

The varying prices in food products are well watched closely by G. H. Faber, who gives his patrons the benefit of the fluctuations in the market affecting meats, groceries and vegetables. Staple goods are also quoted in his price list in another column, which housewives will do well to read regularly. "It's not far to a Faber store" and prompt attention is also given to phone orders.

Photographs—Froide—Bacon St.

STRAND THEATRE

Saturday. Francis McDonald in "The Desert Toll." A rapid fire story of the gold hunt days of a chap who flirted with death to save a girl only to learn she had double crossed him. A thousand an one thrills in this riding, raring action romance. You will see the gold hunt in the desert, the desperadoes attack; betrayed by a girl; the fight on the cliff; the desert foiled of its prey. Amazing riding, a rescue that will get you up in your seat. The News Weekly and Our Gang comedy "Thundering Fleas."

Sunday and Monday. Ramon Navarro and Alice Terry in "Lovers." From ancient days to the hectic and trubulent whirl of modern society, this is the leap taken by Ramon Novarro for his latest role of the screen in 'Lovers." A sensational arrangement of the perils of scandal. It is a vivid romance of modern Spain, in which the gem of scandal is shown undermining human souls. Fables, Topics of the Day and "Circus Today," a Sennett comedy.

Tuesday and Wednesday. Theodore Roosevelts "Rough Riders." A mans picture that women will love. Unforgettable scenes you will see. The sinking of "The Maine." The day when Roosevelt took command of the Navy Department and mobilized everything that could swim, sink or float. The gathering of the regiment at San Antonio. The arrival of the horses. By mistake they were all wild and unbroken. Imagine it! Four hundred bucking horses, mounted by Rough Riders. Roosevelt breaking military rules in order to get food to his men. The charge up San Juan hill. The terrific hand to hand encounter. The homecoming. You'll laugh and cry over this stiring picture. The News Weekly anl "Circus Daze," an Andy Gump comdey.

Thursday and Friday. Babe Ruth the home run king in "Babe Comes Home." The pennant winner of all ball pictures. The picture deals with base ball. Some of its most thrilling scenes are of the diamond, but baseball is far from predominant in the story. There is comedy, pathos and one of the most novel and appealing love stories the screen has presented apart from the atmosphere of huapart from the atmosphere of home runs. "The Cinder Path," another Collegian junior feature and "Have Courage." A Johnny Dooley comedy.

Police records show that the offices of Dr. D. B. Van Wagenen at 4991 Voltaire street were recently robbed of narcotics.

SOME SNAPPY TRUISMS ABOUT
KEEPING A TOWN SNAPPY!

No business man in any town should allow the newspaper of his town to go without his name and business being mentioned somewhere in its columns.

This applies to all kinds of business—general stores, dry goods, groceries, furniture and hardware dealers, manufacturing establishments, auto and tire dealers, garages and service stations, contractors, mechanics, professional men, druggists, barbers and beauty shops, cafes, theaters, hotels and apartments, radio dealers and electricians, realty agents, photographers, plumbers, building material and household supply dealers, and, in fact, all classes and conditions of commercial and industrial folks in progressive communities.

This does not mean that they should take a whole or half or even a quarter page ad in each issue of the paper, but every business should occupy some space continuously, if only to the extent of a liner or two or a small card announcing its particular activity at all times.

A stranger picking up a newspaper should be able to tell what business is represented in the town by looking at the business mention in the paper. This is the best possible town advertiser.

The man who does not advertise his business does an injustice to himself and the town. The man who insists on sharing the business that comes to town but refuses to advertise his own is not a valuable addition to any town.

The life and the snap of a town depends upon the wide-awake liberal advertising business men. It's the truth.—American Banker's Magazine.

Beach Prize Winners

FIRST HONORS IN
VARIOUS EVENTS SECURED
BY BEACH FOLKS

In various lines of human endeavor and really worth-while things, Ocean Beach has come to the front with an exceptionally fine array of prize-winners during the summer just passed. The following list of those achieving fame and distinction has been duly recorded separately and is worthy re-publishing in entirety:

Florence Miller, 4770 W. Point Loma boulevard, recently won the title of "Miss San Diego,"

Phyllis and Phyrall Near, of 4935 Brighton avenue, got first prize for looking most alike twins at Mission Beach contest recently.

Fred Kraft, jr., received first prize as youngest boy appearing in bathing suit able to walk among recent entrants at Mission Beach contest.

William Lester Near won first prize for the snappiest looking Ford in a car contest this past summer, and has the prize winner entered in the races on October 8.

Frank Merritt, police officer, of Santa Monica avenue won the popularity contest to see the Dempsey and Tunney prize fight in Chicago.

Adeline Whaling of Cape May avenue won the Silver Gate channel swim this year.

Mrs. Ransom P. Wood, of Cape May avenue, recently won numerous first prizes for rabbits, raised by her; also a beautiful fur neckpiece as a special prize for exhibits at the County Fair.

And Ocean Beach always carries off first prize as the finest residential beach resort of both hemispheres. z

CRANK CASE SERVICE AND
BATTERY TESTING FREE

Chas. E. Stridiron, proprietor of the Loma Portal service station at Catalina boulevard and Voltaire street, gives free crank case service as well as the testing of batteries without charge. A specialty is made of the famous Hobbs' battery and Goodrich tires and tubes, while general auto repairing is performed by experieneed mechanics. The phone number is Bayview 0502.

'Twixt Bay And Spray

SPORTING NEW SEDANS
OF SUPER-SIX STYLE

William F. England, proprietor of the Mission Beach garage on Mission boulevard, and his right hand man, Arnold Smith, are both sporting new super-six Essex sedans. "Billy' and his chief machinist are engaged in quite a robust rivalry as to which one can sell the most cars of the Essex brand, and they have a goodly number already to their credit with several fine prospects.

NEW SERVICE AT
SUNSET CLIFFS STATION
BY HENSLER BROTHERS

With the opening of the fall and winter season at the beaches, the enterprising Hensler brothers announce the adoption of special new service and additions to their business at the Sunset Cliffs Service station, corner Newport avenue and De Foe street. Three deliveries of Pearl oil will be made daily anywhere in the beach districts, 'round the hours of 8 a. m., 12 noon, and 5 p. m., thus assuring suitable kerosene service at all hours of the day. An extra bargain is announced with the offering of a beautiful white enameled Pearl oil five-gallon can, with convenient bottom spigot, at the introductory price of $2.05 for can filled with oil and regular prices to prevail for refilling.

Another added service is the recharging of radio "A" batteries and the sale of "Ever-Ready "B" batteries at downtown city prices. Phone Bayview 0056 and batteries will be called for and delivered promptly.

SIDEWALKS WANTED
TO HIGH SCHOOL

A written request has been forwarded by the O. B. Chamber of Commerce to the city council for the installation of sidewalks on Voltaire street between Ebers street and the Point Loma high school.

R. MacLachlan has taken out a permit for the building of a bungalow at 5026 Del Monte avenue, costing $1,500.

Glorious Reception To Col. Lindbergh

Kodak Films—Froide—Bacon St.

BEACH CITIZENS
INITIATED AT LINDBERGH
SCIOTS CEREMONIAL

Among the four hundred candidates from San Diego and the California cities and towns along the Pacific coast who were participants in the Lindbergh iniation ceremonies held by the Ancient Egyptian Order of Sciots, Pyramid No. 32, last Wednesday evening were several residents of the beach districts. Those from Ocean Beach included John Kelson, C. E. Pfifer, D. E. Sickels and Kirk Smith (ye editor). The beach and Point Loma were also well represented by Sciots Kraft, Jennings, Mason, Benbough and Hastings. Mission Beach furnished a candidate in V. F. Huffman of Mission boulevard.

Patronize Community Merchants

On the Air Next Week

The Pacific Radio network broadcasting program for the next week is announced as follows by W. W. Deuel, proprietor of the Strand Radio company, in the Kraft building on Newport ave:

The program Sunday, September 25, from 9 to 10 p. m. will be entitled "Great Moments in History." Under the direction of William Rainey; "The Battle of the Monitor and Merrimac" will be presented with a musical background.

The opera "Manon" will be presented by the National Broadcasting company, Monday, September 26, from 8 to 9 p. m. Massenet's opera, is based on a novel by the Abbe Prevost, and strangely enough, Massenet wrote the music at a house in The Hague where the Abbe Prevost had himself lived, sleeping in his bed, which, said Massenet, was "a great cradle shaped like a gondola." "Manon" was produced in Paris in 1884, and in New York a year later.

"The Vagabonds," who are replacing the "Hits and Bits" program on Thursday night from 9 to 10 p. m. over the Pacific Coast network, will offer as their initial program September 27, a musical interpretation of the Atlantic City beauty pageant. The program is arranged so that each young lady presented will have a song typical of he city or locality played to inpret her presentation.

The National Players under the direction of William Rainey will present the O. Henry drama, "Mamon and The Archer," Wednesday, September 28, from 9 to 10 p. m.

The National Broadcasting company will present a program of Chamber music from their Los Angeles studios on Thursday evening, September 29, from 9 to 10 p. m., featuring Chico de Verde and his Gypsy orchestra.

The regular Philco hour will be presented over the Pacific Coast network on Friday evening, September 30, from 9 to 10 p. m.

The "An Hour in Memory Lane" program to be presented from 10 to 11 p. m., will introduced a new type of presentation.

Saturday evening, October 1, will be devoted to the regular Saturday night revue, from 8 to 9..

Er.logizing Mr. Dougherty for his enterprise, Mr. C. H. Daly sent in some excellent suggestions and stated; "This station is so constructed from the point of good taste that I would say without exaggeration—aesthetic planning. It is indeed a credit to our community."

FAMOUS AVIATOR
CHIEF FIGURE IN GREAT
SAN DIEGO CELEBRATION

Flying low over Ocean Beach as he winged his homeward way from the north to the Ryan aviation, Charles A. Lindbergh, the world famous ace of the air, received from immense crowds last Wednesday afternoon and evening the greatest reception in friendly intensity and enthusiasm that has been accorded him since he made his record breaking hop from America to France. Following his arrival at two o'clock a magnificent afternoon parade was staged in his honor and a splendid dinner reception was tendered him early in the evening at the Hotel del Coronado. At nine o'clock, following the banquet of welcome, Col. Lindbergh attended the Sciots ceremonial at the high schsool auditorium, where a great gathering of Sciots numbering about three thousand were assembled to assist in initiating the "lone eagle of aviation" in Sciotry, along with over four hundred candidates from San Diego and the various Pacific coast towns and cities. It was a day and night that will long live in memory and history!

Stationery—FROIDE'S, Bacon st.

"Sunny Jim" Selects Name Of "Sunshine"

GREAT ASSORTMENT
OF NAMES SUPPLIED BY
OUR LOYAL READERS

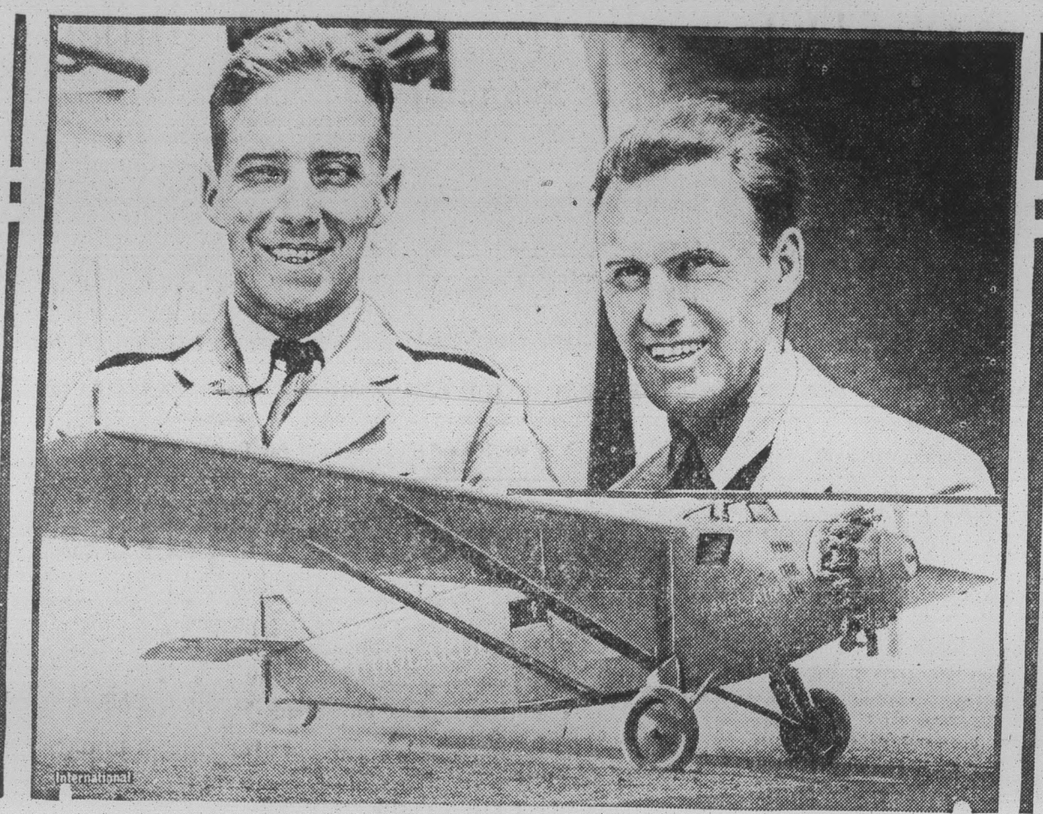
Last week James Dougherty advertised in "The Beach News" for an appropriate name for his splendid new garage and service station at the corner of Santa Monica avenue and Bacon street, and he offered five dollars in gold to whoever supplied the name to be selected by Mr. and Mrs. Dougherty from the list submitted. The name chosen was **SUNSHINE SERVICE STATION** which was sent in by Mr. J. Thos McCoy of the John B. Hughes, realty office at 4999 Voltaire street, and he is the winner to receive the gold piece prize. Upwards of a hundred titles were sent in by readers of "The Beach News," the following comprising the complete lists: Pacific, Spirit of Ocean Beach, Ideal Santa Monica, Progress, Acme, Ideal, Santa Monica, Progress, Acme, Leader, Sunset, Seaside, Beats 'Em All, Santa, Wonder, Palace, Peerless, Ace, Nonpareil, Jim's Super-Service (2), Day & Night, Monica, Excelsior, Loma, Crack-er-Jack, Superb, Ever Ready, Eclipse (2), Frontier, Ocean Breezes, Bacon, Ocean View, (2), Superior, Eureka, Apex, Cabrillo, Red Top, Lindbergh, Golden State, O. B., Sunshine, Bayview, Royal, Personal, Superba, Better, Your, Liberty, Model, Welcome, De Luxe, La Monica, Central, Elite, Jewel, La Loma, Ocean Beach, Buenos Aires, At Your Service, Bonica, Ocean's Edge, Jim's Filling Station, Motor Valet, Jimmie's Service, Jim's Snappy Service, Jimmie's Loma Beach Gas House. The Moni-Bac Garage, Do Drop In, Ocean Beach Serv-U, Bacon Street Filling Station, Sunny Jim's Service With A Smile.

In his letter suggesting the name of SUNSHINE, etc., Mr. McCoy said: "I do this to show interest in "The Beach News" and Mr. James Dougherty's adv. in the paper asking help from the public in naming his new gas station, when really he is helping the public and Ocean Beach to build up with this splendid new station."

Classified Ads Get Quick Results.

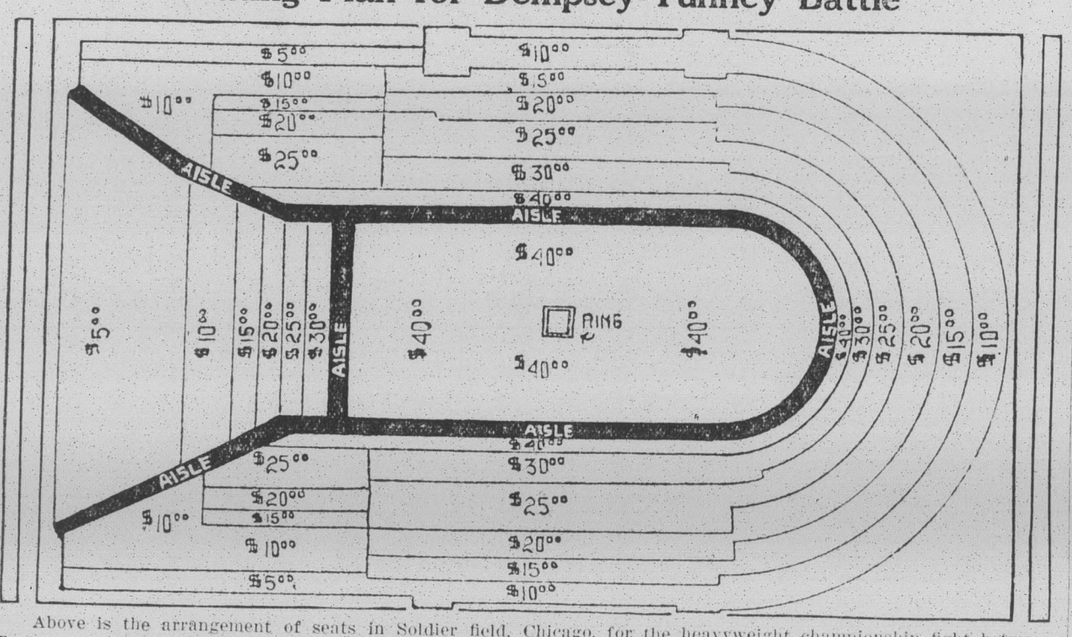
WE CIRCULATE

Winners of the Air Race to Honolulu



The "Air derby" from Oakland, Calif., to Honolulu was won by the plane Woolaroc of which Art Goebel (right) was pilot and Lieut. William Davis, U. S. N., was navigator.

Seating Plan for Dempsey-Tunney Battle

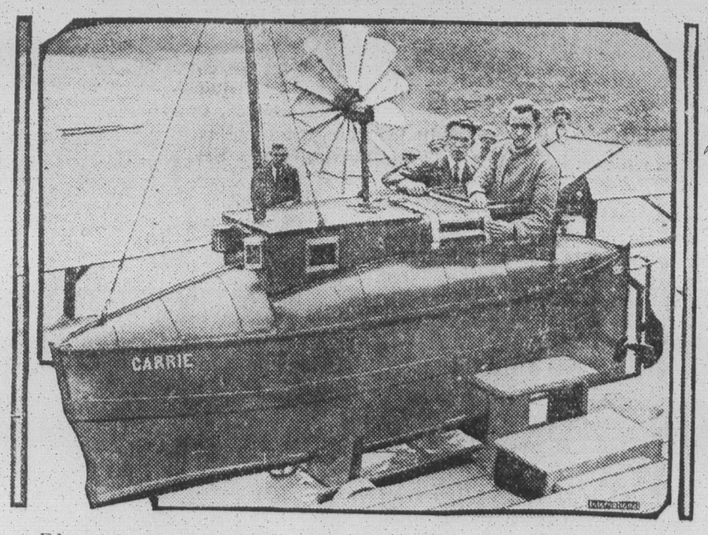


Above is the arrangement of seats in Soldier field, Chicago, for the heavyweight championship fight between Tunney and Dempsey. The prices in each section are indicated.

Moore to Wed Former Mrs. Caruso

Mrs. Dorothy Caruso Ingram, widow of the noted operatic tenor, and former American Ambassador to Spain Alexander P. Moore, pictured at Lido, where their engagement was announced. Mrs. Ingram was recently divorced from her second husband.

Little Boat to Cross the Atlantic



Edward Tierney and Dick Hayman of England in their twelve-foot boat, in which they expect to cross the Atlantic in 30 days. The craft is 5 feet deep, draws 2 feet of water and is built somewhat like a baby submarine.

MISS EDNA B. RUBY

Miss Edna Browning Ruby of Lafayette, Ind., who was voted the most outstanding woman of the country in business and the professions, by delegates to a recent convention held at Oakland, Calif.

KELLOGG'S NEW AID

Nelson T. Johnson, who has just been appointed assistant secretary of state. He has been serving as chief of the far eastern division of the department.

CALIFORNIA NEWS BRIEFS

The University of California is planning one of the largest programs of research ever before attempted during any one year, to be carried out between now and May 1928. An appropriation of $85,000 has been voted by the Regents for this purpose, and an exceptionally large fund from endowments and gifts is now available.

The number of attractions offered by tourists as their reason for coming to California grows more lengthy every day. A graduate student at the University of California, sent from England as a Comonwealth Fellow, says that California has the best display of dead volcanoes of any state in the Union, without mentioning the fact that it has the only living volcano in the country, excepting Alaska. The students name is Howel Williams and he is spending two years in California and Hawaii, studying volcanoes in the making in order that he can go back to England and study the scarcely distinguishable cones in the island kingdom.

A concerted drive to lower the death rate resulting from automobile accidents by instituting a uniform traffic ordinance throughout the State is being urged by women of the State in co-operation with the California Development Association and the State Chamber of Commerce. The uniform traffic ordinance, evolved by the women of California after a careful survey of the State's traffic situation, and drawn up under the supervision of the California Automobile Club of Southern California, is expected to meet all basic requirements of traffic and do away with the multiplicity of conflicting laws encountered in motoring from one end of the State to the other.

Seven motor tow-boats, three speed boats and two barges, practically the whole fleet of the Island Transportation Company of Stockton, were destroyed by fire last week with a loss of $200,000. The boats were anchored close together in Smith's canal, a mile beyond the city limits of Stockton, and the flames swept rapidly from one end of the fleet to the other.

One of the largest mountain lions ever seen in the Glenn county section was killed by Fred Haines of Lodi while hunting on the Middle ridge in the coast range. It measured over 9 feet from tip to tip. Haines came upon the animal while looking for deer. The first shot went over the lion, but his second struck it in the neck as it sought to bound away and killed it instantly.

The dove season will be the next hunting season to attract the attention of gun pointers. The season opens on September 1, practically throughout the State. Pete Peterson, hunting and fishing authority declares that the season should be an exceptionally good one as the game is more plentiful than it has been in several years.

Efforts to have Mather Field, wartime training camp for aviators near Sacramento, included in the national aviation program as a center for military and commercial aeronautics, are being renewed by Sacramento civic leaders following inspection of the airport last week.

A new movement in the way of plans for a bridge from San Mateo county to Alameda county was made last week when Colonel Frank Elbridge Webb, who has been active in the matter for some time, printed a legal notice that on October 2 he would apply for a franchise for a bridge from Candlestick Point to Alameda.

Revision of the United States Census questionaire on agriculture to include questions more applicable to California's irrigation, land development, power problems, and special crops, such as prunes, apricots, walnuts and so forth, was assured at a conference arranged by the California Development Association between the California Economic Research Council and Dr. Oliver E. Baker, economic anaylst of the United States Department of Agriculture, it was announced at Sacramento last week.

A spectacular water regatta and carnival will be held in Stockton on October 1 and 2, according to the board of directors of the Stockton Chamber of Commerce. Speed boat and yacht owners from all cities in the San Francisco Bay region and contiguous inland waterways, will be invited to participate.

Claiming he stands 6 feet 8½ inches in his stocking feet and that his twin brother is just as tall, E. E. Dickey of 4627 Hollywood boulevard, Hollywood, last week entered the State Fair contest to determine the tllest man in California. Dickey set a new high mark in the contest, which will be settled in Sacramento the week of September 3-10. Prior to this entry the high man was Joseph Lowery of Oakland, 6 feet 8 inches.

Mrs. Freda Springer last week received the first penitentiary sentence ever meted to a woman in the San Francisco district, for violation of the federal still law, when Judge A. F. St. Sure committed her to a federal prison to serve one year and one day.

One hundred and ninety-two oil wells have been spudded in this year in the various fields of Kern county, according to the report of State Oil and Gas Supervisor R. D. Bush. Last week three new wells were begun one of them in the Wheeler Ridge district and the others in the Kern River field.

An earthquake of pronounced intensity occurred at Eureka last week. Buildings were shaken and windows broken. Several women fainted. There were no fatalities. Communication lines were put out of operation for a considerable period. The tremblor was the most violent experienced in that section since 1906.

Some 50,000 San Francisco school children will assemble in the Civic Center to greet Colonel Charles A. Lindbergh when he visits San Francisco September 16, according to plans formulated. Board of Education officials acceded to the request of Mayor Rolph and Supervisor Jesse Colman, chairman of the committee planning the reception, in planning to release the school children from their classes in time for them to attend the public reception.

The State law prohibiting the use of automobiles lighted by means of current derived from a magneto will become effective after the stroke of midnight August 31; motorists were warned last week by the State division of motor vehicles. The statute against use of magneto-lighted cars at night was passed by the Legislature four years ago, but held in abeyance until September 1, 1927, to give car owners chance to alter lighting equipment.

Recommendations that every California city arrange for the painting of its name in large letters on the roof of its highest building as a guide to aviators were made to Governor C. C. Young last week in a letter from Secretary Hoover. Governor Young, it was announced will place the matter before the California League of Municipalities at its annual meeting scheduled in Sacramento next month.

Lions and Kiwanis of Tulare and Kings counties will stage a joint club day during the Tulare county fair in Tulare, September 20-25, according to plans launched by Tulare Lions at last week's session. Such a club day drew several hundred Lions and Kiwanis during the fair. September 20, opening day of the fair, has been set as the date for the meeting.

Mantillas and sashes are being dug from the bottoms of trunks, beards are sprouting, players are rehearsing—all these in preparation for the Serra pilgrimage to be held in Monterey September 9, 10, and 11.

The new transcontinental airplane express service, to be inaugurated this week by the American Railway Express Company, will transport express matter between Sacramento and Chicago in twenty-two hours and between Sacramento and New York in about thirty hours.

Factory employment in California showed a decline of 3.8 per cent during July, 1927, as compared with July, 1926, though the payroll was less by only 1.9 per cent, as shown by the monthly bulletin of the division of labor statistics and law enforcement of the department of public relations. Seven hundred and thirty-six representative industries were shown to employ 135,148 workers, having an average weekly wage of $27.33, as against $26.80 a year ago.

The Morris Plan Company of San Francisco, the People Finance and Thrift Company of Los Angeles, with branches in many California cities, and other kindred firms operating in California, were last week ordered by State Corporation Commission J. M. Friedlander to discontinue temporarily the issuance of so-called thrift certificates on the grounds that loans made under this system are usurious. The order was issued following a hearing of certain loan companies.

Is there a petrified forest in Shasta County? That question was raised at Viola, Shasta County, when Frank Herbeck of the Pacific Gas & Electric Company brought to the Loomis museum several hundred pounds of petrified wood and said there is a whole tree of it at Kilare. Herbeck was six hours in getting a piece of the wood 3 feet in diameter. There are lots of petrified trees in the vicinity but they have not been uncovered by erosion, according to Herbeck. He says he saw the limbs of a petrified tree sticking out of a cliff on Pit River.

Provided enough old cars can be assembled for the big bonfire to be held shortly under the auspices of the Marysville Auto Dealers' Association, Yolo County, as a means toward getting rid of a lot of wornout and decrepit cars, a moving picture concern will send agents there to make films on the event. The fire is expected to be one of the largest of its kind ever held in California. The movie company has asked that the bonfire be held a little before sundown, in order to get a night effect. The fire will be a blow to junk dealers who now purchase and dismantle.

Kern county's tax rate may jump to $1.60 this year on the outside rate from $1.25 for every $100 valuation if tentative budgets as published by the board of supervisors are approved by the board. These figures are unofficial estimates. Last year the tax rate was $1.25. This year the supervisors plan on a 20-cent road tax and a 5-cent additional tax for maintenance. These increases in themselves would bring the tax rate up to $1.50.

The nineteenth annual conference of California health officers, in conjunction with the annual convention of the League of California Municipalities, will be held in Sacramento during the week beginning September 19. The State Board of Health announced that practically every health officer in the State is expected to attend.

Art Goebel, winner of the $25,000 first prize in the Dole flight from the mainland to Honolulu, is done with stunt flying and risking his life unnecessarily. He made this clear last week, just before sailing from Honolulu for San Francisco.

What's the Answer?

Questions No. 11

1—Who discovered the Columbia river, and when?

2—How many Presidents died in office (not assassinated) and who were they?

3—What is the chief source of food for humans and animals?

4—What is energy?

5—What is the equine high jump record and who holds it?

6—What European composer incorporated Indian chants and negro spirituals into an immortal symphony?

7—What African river once had seven outlets to the sea, and now has but two?

8—In what poem is found the line, "A thing of beauty is a joy forever"?

9—Who said: "I am just mending my (political) fences"?

10—Is "ain't" inelegant?

11—Who said: "I mean to stir the Yankee blood as I stir this grog"?

12—What country holds the Davis international tennis championship?

13—What is the weight of the human heart?

14—What is a galvanometer?

15—What states were originally colonized by the Dutch?

16—How many Presidents have been assassinated and who?

17—What living composer writes music of rare and exotic charm that is so original in conception and so startlingly dynamic that it has been termed musical anarchy?

18—What bay, projecting far into the interior of North America, forms a vast inland sea?

19—What is Edmund Spenser's best-known poem?

20—What great innovation did Henry Ford establish in his plants?

Answers No. 10

1—John B. Soule, editor of the Terre Haute (Ind.) Express.

2—George Borrow.

3—The sand dunes parallel with the coast, which afford protection from the waves.

4—The Apollo Belvedere.

5—Resolute defeated Shamrock in 1920.

6—A violent electric charge between clouds or a cloud and the earth, caused by a great difference in potential.

7—A current that periodically reverses its direction.

8—Henrietta Marie, wife of King Charles II.

9—Nine: John Quincy Adams, Jefferson, Van Buren, Tyler, Fillmore, Johnson, Arthur, Roosevelt, Coolidge.

10—"Unique," meaning without a like or equal, cannot be compared.

11—Patrick Henry.

12—Edward Everett Hale.

13—Johann Strauss, the Younger.

14—Twice; in 1914 and 1919.

15—The unit of measurement of the pressure of the air.

16—The old Spanish piastre, so called because it was divided into eight reals.

17—Battery C, Sixth Field artillery.

18—Gen. Wesley Merritt, 1895.

19—Its direction is nearly north-south, while that of the Old World is east-west.

20—A period during which one has a legal right to delay meeting an obligation.

Passionate Love Song Fatal to Capercailzie

The male capercailzie ends his love song with such a passionate note that he is deaf to the world for its duration of about two minutes and hunters of this bird take advantage of the fact. In their quest of this largest variety of grouse found wild in wooded sections of Europe and Asia, the hunters operate only in the breeding season, for "the deaf one," the bird is called in Russia, normally has acute hearing. When the song is first heard the hunter advances as quickly and as close as he can before the love-call ends, then waits until the next period of song and deafness. It is said that the capercailzie can hear the snapping of a twig half a mile away when he is not singing and it sometimes takes a hunter hours to get close enough to shoot.

Ruminating Animals

Ruminants are a group of animals distinguished from all other animals by the fact that they "chew the cud." The chief ruminants are camels, deer, giraffes, antelopes, sheep, and goats. Their food, after being partially masticated and swallowed, is later brought back to the mouth to be further masticated.

One on the Bishop

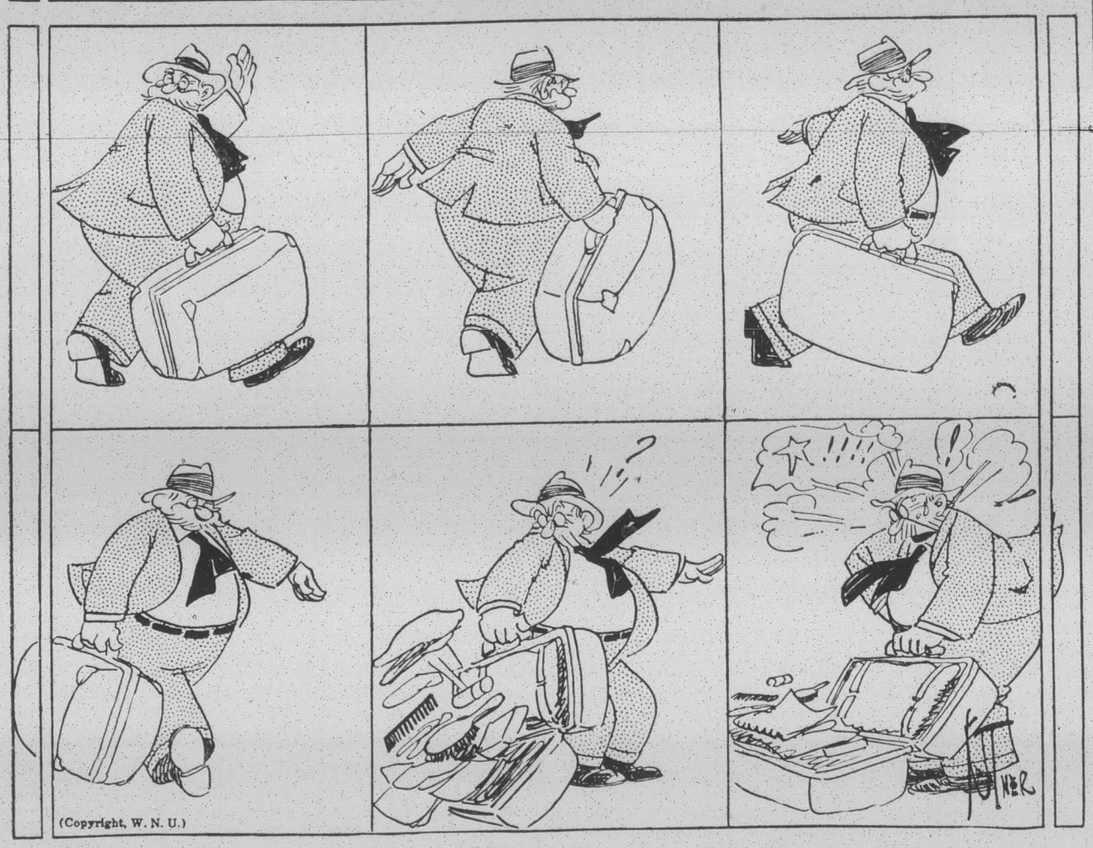
At a dinner party a bishop was seated next a woman who made a somewhat lavish display of her charms. When dessert arrived the bishop placed an apple on her plate.

She expressed surprise, whereupon he said, "You must eat it. When Eve ate the apple she knew what she looked like, and was ashamed!"

The woman was equal to the occasion. She quietly asked the bishop, "Who gave Eve the apple?"—London Tit-Bits.

OUR COMIC SECTION

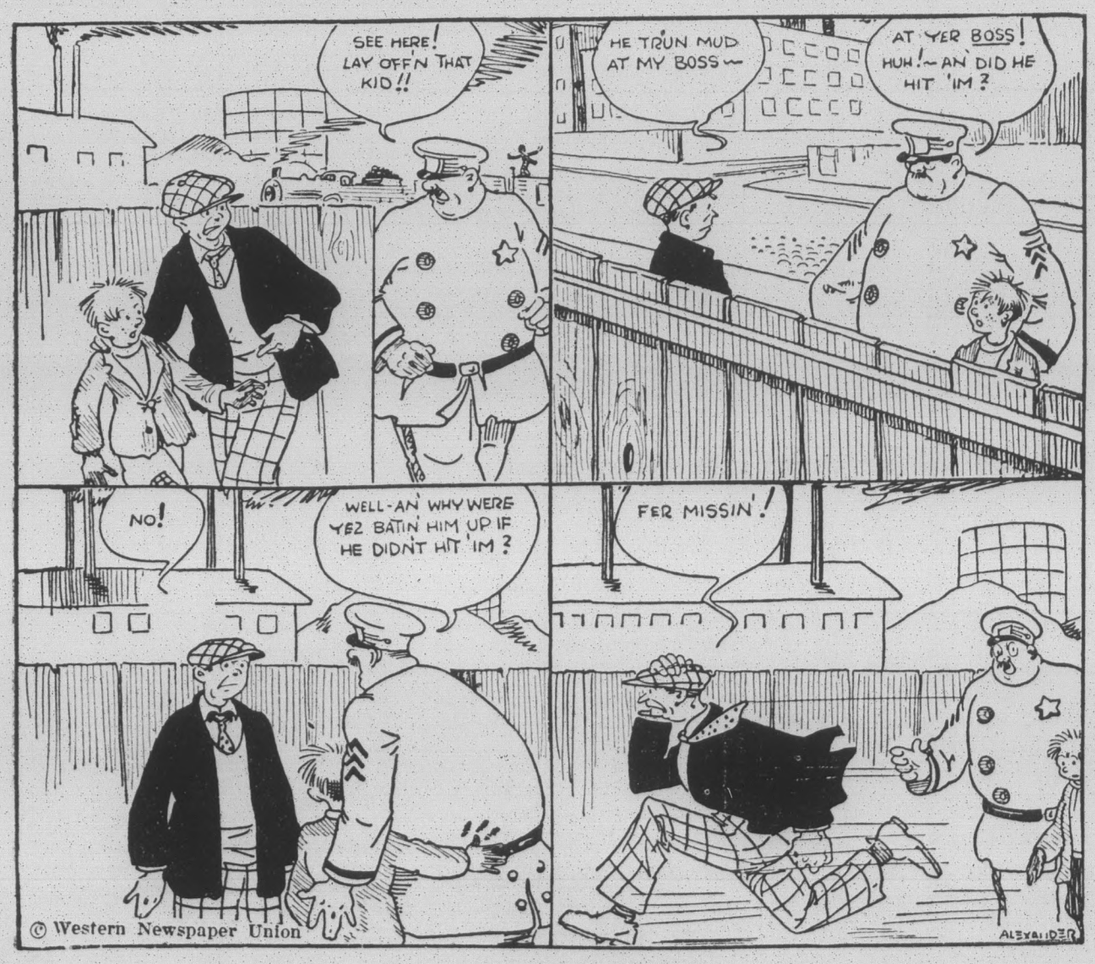
Our Pet Peeve



THE FEATHERHEADS — Go Ahead—Cut Up!

FELIX — I COULD CUT THE SMOKE IN HERE WITH A KNIFE!!
FELIX! — CANT YOU BE COURTEOUS ENUF TO SAY SOMETHING? OF COURSE — I'M ONLY YOUR WIFE, BUT——
MUH-HUH ALL RIGHT ALL RIGHT
WELL? WHAT ARE YOU GOING TO DO? SIT THERE?
HERE —
AMUSE YOURSELF!
OSBORNE
© Western Newspaper Union

FINNEY OF THE FORCE — Had It Coming to Him


SEE HERE! LAY OFF'N THAT KID!!
HE TRUN MUD AT MY BOSS——
AT YER BOSS! HUH!—AN DID HE HIT 'IM?
NO!
WELL-AN' WHY WERE YEZ BATIN' HIM UP IF HE DIDN'T HIT 'IM?
FER MISSIN'!
ALEXANDER
© Western Newspaper Union

The KITCHEN CABINET

(©, 1927, by Western Newspaper Union.)

It is a satisfactory working arrangement where the husband gives his wife some judicious flattery and the wife gives the husband some judicious cookery.

SEASONABLE FOODS

The individual ramekins are just adapted for all kinds of souffles, scalloped and devilled mixtures.

Sweetbreads in Ramekins.—Clean and parboil a pair of sweetbreads cut into cubes. Melt two tablespoonfuls of butter, add the same of flour and pour on gradually one cupful of chicken stock. Reheat the sweetbread in the sauce and add one-fourth of a cupful of cream and one-half teaspoonful of beef extract. Season with salt and paprika and lemon juice. Fill the ramekin dishes, cover with buttered crumbs and bake until the crumbs are brown.

Curried Sweetbreads.—Prepare the sweetbreads by soaking them in cold water to which a tablespoonful of lemon juice or vinegar is added; parboil in this water for five minutes, drain and drop into cold water. When cold cut into circular pieces. Fry a sliced onion in two tablespoonfuls of olive oil or butter until lightly colored. Add two tablespoonfuls of flour, cook until well blended, then add one cupful of chicken stock and one-half cupful of cream; cook until thick. Strain, season with salt, pepper, a teaspoonful of curry powder and a bit of tarragon vinegar or lemon juice. Cook the sauce until well blended, add the sweetbreads and turn into ramekin and bake thirty minutes.

Lemon Souffles.—Take six eggs, yolks and whites separated and well beaten, then add one cupful of sugar to the beaten yolks, the juice and grated rind of a lemon, fold in the stiffly beaten whites and place in a buttered baking dish set into hot water. Bake until firm—about forty minutes. Serve with lemon sauce, as dessert.

Scalloped Fish.—Take any cooked fish, flake it and put a layer in a buttered ramekin, add a spoonful of seasoned white sauce, a few drops of onion juice, more fish and sauce, seasoning well, finish with buttered crumbs and bake until well heated and the crumbs are brown.

Cucumber Sauce.—Beat until thick one-half cupful of heavy cream, add one-fourth teaspoonful of salt, a few grains of pepper, and gradually two tablespoonfuls of vinegar. Now add one pared and finely chopped cucumber.

Foods to Enjoy.

A nice dish is the following:

Molded Salmon.—Cut one onion into slices and cook in two tablespoonfuls of butter for five minutes. Remove the onion and add one tablespoonful of mustard, the same of salt and a dash of cayenne. Add one and one-half tablespoonfuls of sugar, three-fourths of a cupful of milk, two well-beaten eggs and one-fourth cupful of vinegar. Add three-fourths of a teaspoonful of gelatin to two tablespoonfuls of water and when dissolved add to the above with one can of salmon which has been carefully flaked. Fill individual molds and serve with

Orange Sweetbreads.—Simmer a pair of sweetbreads covered with boiling water with a slice of lemon or teaspoonful of vinegar and a slice of onion and salt to season. Parboil for 10 minutes or more, then drain and plunge into cold water. Remove all the pipes and membrane and cut the sweetbreads into slices and cook in hot fat until lightly browned. To the pan add one tablespoonful of butter, blended with one of flour; to this add one cupful of chicken or veal stock and cook until smooth and thick. Season with scraped onion, a dash of red pepper, the juice and grated rind of an orange (small one) and one teaspoonful of lemon juice. Remove the sweetbreads to a hot serving dish and pour the sauce around them.

Braised Calf's Liver.—Make small slits with a sharp knife in the liver and insert minced onion and two ounces of bacon to two pounds of liver. Brown three tablespoonfuls each of fat and flour, add the liver and roll until well seared in the fat and flour. Place in a hot casserole, add sliced carrot, a bit of bay leaf, salt, one-half cupful of strained tomato, a cupful of hot water or stock and bake two and one-half hours.

Asparagus with Eggs.—Make a sauce of three tablespoonfuls of butter and four of flour. Cook together until thick, add three cupfuls of milk (or thin cream is better), one-third of a cupful of finely minced cheese, and one and one-half cupfuls of asparagus tips. When very hot add six eggs carefully to allow the eggs to cook unbroken. Serve when the eggs are cooked, adding salt and pepper to season.

Grapenuts mixed with enough melted chocolate to coat them, served with a bit of cream, make a nice dessert for the children, or an emergency dessert for the grownups.

Nellie Maxwell

VELVET HATS REIGN IN FALL; LEATHER COAT FOR MOTORING

HAVE you ever felt the urge to own a hat that you could pull on your head in any sort of a way and have it becoming? Well, many of the little new crushable velvet shapes, so smart for early autumn wear, are just that way—the sort one can just slam-bang on the head and feel that it is all right.

And here is just such a hat arrived from the atelier of Madame Agnes, the well-known Parisian creator. North, East, West, South, coming or going, it is all the same to this little hat. It can be worn with debonair smartness and ease, any way you put it. See for yourself, for the picture shows it below in this group worn in three different ways.

Some Fall Millinery.

Your mood changes, you want a different bonnet: very well, you simply turn it around to please. Being fashioned half-in-half of Yale and gobelin velvet this works out beautifully. By the way, colors are used so often this season in two and more tones of the same. Dark gray with silver, browns of varying degree, and the smartest combination at the moment is beige with black. Beige is immensely popular for fall.

But to continue about this accommodating little hat, if the vagabond spirit gets you, pull one of its cute brimlets down on the side and dent the crown as shown in the lower left corner of this group.

Change your mood—around the hat goes with the wider part of the brim turned up, and you have an exceedingly smart looking cloche with the crown, folded slightly down the back, fitting the head snugly, the dark-toned velvet to the face, as shown to the right.

Another mood—you want a different bonnet. Turn it all way round, as per center view. Pull the crown down on one side with the littlest rim in front. Almost forgot to mention that being made of softest silk velvet, this hat will roll up so that you can pack it away in the corner of your week-end case.

The other two hats exploit the idea of self-trim. One uses smocking for decoration, the other employs an applique of handmade velvet flowers designed in several colors which blend with the hat itself.

Fortunate is she whose privilege it is to go a late vacationing, not only from the pleasure standpoint, but from the clothes phase as well. Choosing an autumn vacation wardrobe is quite inspirational, considering that everybody is in the zest of things new, with fall style exhibits vying with each other as to which can display the more beautiful apparel. One has the satisfaction, too, of knowing that clothes bought now will be timely even after return from the vacation jaunt.

Of course no up-to-date woman is going to be contented to start on a motoring trip without providing herself with one of the new stunning leather coats which are so enlivening to the autumn landscape. They're thrilling when it comes to "looks" and as to service, well, every one with a far-seeing eye to practicality should own a leather coat.

The imported models are very alluring. They have that indefinable something in niceties of detail and coloring which proclaim their foreign origin, and the higher-grade shops all carry them. The original of the one in the picture is a marvel of fine coloring, being of violet leather trimmed with snakeskin. It is topped with a hat of leather in the same tone.

However, blacks, browns, wine shades and greens prevail both in foreign and domestic models. These coats are in the main confined to regulation straight smart lines with patch pockets, belts and with wool linings in sports effects. Copies of imported models are very attractively priced.

So much for the motor-travel coat. As to the hiker, the skater and every outdoor enthusiast who must have freedom of limbs, the short leather types are of greater appeal. Linings in these are sometimes wool and sometimes sateen, according to their price.

Now that the football season is nigh, leather coats are taking on an irresistible lure for college girl and debutante, and you may be sure that they will make their appearance most colorfully in great numbers.

For Hiking or Motoring.

Leather lumber jackets with knitted bands are popular with the younger set, also for juniors and children.

JULIA BOTTOMLEY.

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WHO'S WHO & WHAT'S WHAT !

IN OCEAN BEACH

Business Directory—Alphabetically Arranged
Service for "Strangers Within Our Gates"

OCEAN BEACH is famous as San Diego's greatest residential seaside community and is situated only six miles from the metropolitan district, with which it is connected by fast electric railway service and the paved coast highway. It is the most thriving and populous section of the peerless Point Loma peninusula, with ideal climate, wonderful productive soil and scenery unsurpassed. Wide avenues lead from the heights to the seashore and nearly all streets are paved and sidewalked, with a complete paving program in progress from the bay frontage to beautiful Sunset Cliffs. Ornamental lights adorn the main business section, while modern commercial structures and fine new homes, cottages and bungalow courts are constanly in course of construction. This delightful suburb has exceptionally good schools, churches, civic clubs, mail carrier service and all that makes life really worthwhile as is well attested by the appended list of prominent and progressive business interests:

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BANKS
BANK OF ITALY, Newport Ave. and Bacon St.; Bayview 0478.

BARBER SHOPS
PAVILION BARBER SHOP (A. H. Maiser), Newport Avenue, O. B.

BAKERIES
NEWPORT BAKERY-DELICATESSEN, 5010 Newport; Byw. 0750-W

BATTERY SPECIALISTS
SUNSET CLIFFS SERVICE Station, 4802 Newport Avenue, O. B.

BEAUTY SHOPS
CLETIS WAGNER BEAUTY SHOP, O. B. Bank Bldg. Bayview 0193.
ELSIE MALLETTE, 5008½ Newport Avenue. Bayview 0750-W

CLEANERS AND DYERS
OCEAN BEACH CLEANERS, 1928 Bacon Street; Bayview 0030-J.

CAFES AND RESTAURANTS
ALFRED'S CAFE, 5080 Newport Avenue, Ocean Beach.
DINNER-DANCE INN, near the Bridge, O. B. Phone Bayview 0512
O. B. SANDWICH SHOP, 5037 Newport avenue. Bayview 0663-J.
WHITMORE'S BARBECUE, Newport Ave. and Abbott St, O. B.

CONTRACTOR and BUILDERS
GEORGE M. MILLER, 2243 Abbott Street, Bayv 0606-J.

DENTISTS
DR. W. F. BUSH, Kraft Bldg., Newport and Bacon; Bayview 0702-W.

DRY GOODS, NOTIONS, ETC.
CLASPILL'S, 5005 Newport Avenue, Ocean Beach.

DRUGS AND DRUGGIST SUNDRIES
KRAFT'S DRUG STORE, Kraft Building; Telephone Bayview 0194.

ELECTRICIANS
WM. L. NEAR, 4935 Brighton Avenue; Telephone, Bayview 0563.

ELECTRICAL APPLIANCES
Strand Radio & Appliance Co., Kraft Bldg., Bayview 0212.

FISHING BAIT AND BOATS
BAIT HOUSE (Jack's Place), 5050 W. Pt. Loma Blvd.; Bayview 0405.
BAYVIEW BAIT HOUSE, 5044 W. Pt. Loma Blvd.; Bayview 0189-M.

GARAGES AND SERVICE STATIONS
KIERSTEAD'S SERVICE Station, Voltaire and Cable; Bayview 0401.
LOMA PORTAL SERVICE Station, Voltaire at Catalina; Bayw. 0502.
OCEAN BEACH GARAGE, 4868 Newport Avenue; Bayview 0094.
SWARTS' SERVICE STATION, 4605 Voltaire street. Bayview 0505.

GROCERIES AND VEGETABLES
FABER'S FOUR STORES, Phones: Bayview 0415 —Bayview 0418.
WAY'S GROCERY, 4975 Voltaire Street; Phone, Bayview 0409.

HOTELS AND APARTMENTS
HOTEL NEWPORT, 4965 Newport Avenue, O.B., Bayview 0404.

INSURANCE
D. C. CROSBY, 4930 Muir Avenue, Ocean Beach. Bayview 0214-J.

MEAT MARKETS
CUNDELL'S MEAT MARKET, 5019 Newport Ave.; Bayview 0296.
FABER'S O. B. MARKET, 5004 Newport Avenue; Bayview 0217.

NEWSPAPER AND JOB PRINTING
"THE BEACH NEWS," 4829 Saratoga avenue. Bayview 0017.

PAINTS, HARDWARE, ETC.
WILLIAM RICHLEY, 1926 Bacon Street; Phone, Bayview 0020-W.

PHOTOGRAPHERS
FROIDE'S FOTO SHOP, 1868 Bacon Street; Phone, Bayview 0186-J.

PHYSICIANS
W. H. CURTISS, M. D., Kraft Building, O. B.; Phone, Bayview 0476.

PLUMBING
EDW. K. BURDETTE, 2005 Bacon street. Bayview 0259-J.

RADIOS AND RADIO SUPPLIES
CARL SCHRODER, 4840 W. Pt. Loma Boulevard.; Bayview 0161-J.
STRAND RADIO CO., Kraft Building; Telephone, Bayview 0212.

REALTY AND RENTALS
AGNES G. ELLS, 5050 Newport Avenue, O.B., Bayview 0025.
HOLDDRIDGE & LANCASTER, 5028 Newport Ave.; Bayview 0382.
JOHN B. HUGHES, 4999 Voltaire Street; Telephone, Bayview 0456.
A. G. KINGSBURY REALTY CO., Del Monte and Bacon, By. 0338-W
J. THOS. McCOY, 4999 Voltaire Street. Telephone Bayview 0456.
THE MAY COMPANY, 5009 West Point Loma blvd. Bayview 0422.
WENRICH & WARREN, Across from Merry-Go-Round. Bay.0390-W

TRANSFER AND STORAGE
REID TRANSFER, Kraft Building, Bacon St., O.B., Bayview 0136.
O. B. FEED AND EXPRESS, 1926 Bacon Street; Bayview 0020-W.

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4829 Saratoga Avenue
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Phone, Bayview 0017

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"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

A LEGAL NEWSPAPER
EIGHT PAGES

San Diego office; 835 G Street

Saturday, September 24, 1927

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

New CALIFORNIA THEATRE

That motion picture producers know no geographical barriers is proven this week on the screen of the New California Theatre. There, local citizens can see Richard Dix in a film "Shanghai Bound". The locale is China, and the Yangste River, where the action takes place, is realistic enough to please the most captious critic.

Dix has a great vehicle in "Shanghai Bound." This ace of Paramount stars has increased his popularity immensely recently with such splendid pictures as "The Quarterback," "Knockout Reilly" and "Man Power", but in "Shanghai Bound" he even betters them. The unusual background, stirring action and timliness of theme are sufficient reasons why this is a picture not to be missed.

Supporting him is an excellent cast, headed by Mary Brian, who has played in several of his recent pictures. As the haughty American society girl who finally succumbs to her love for the ship captain, she has probably the best role of her career. Other members of the cast are good and an interesting feature is the fact that more than 150 Chinese appear in the production.

Luther Reed has directed this picture with meticulous attention to detail and he has contrived to present what seems to be a wholly authentic picture of modern China. The story is by Edward S. (Tex) O'Reilly, erstwhile drillmaster in the Chinese Imperial Army. It's evident that he knows China.

"Shanghai Bound" is another big production of West Coast Greater Movie Season.

Fanchon and Marco present "Moonlit Waters Idea" with a notable cast and also Milt Franklyn and his Band.

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CABRILLO THEATRE

Beginning this Snnday, Sept. 25, the special booking for next week will be "The Magic Flame" starring Vilma Banky and Ronald Colman.

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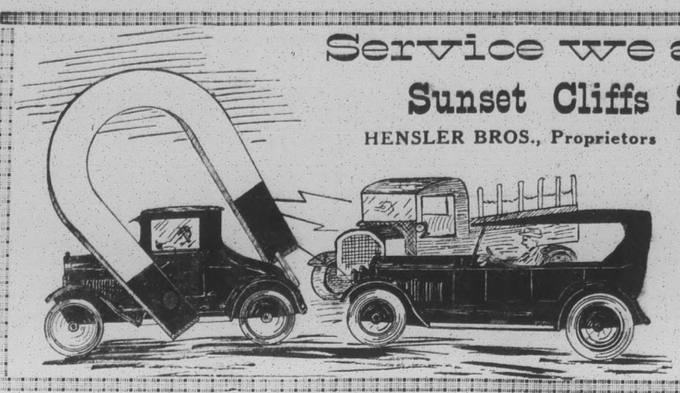

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OCEAN BEACH SOCIAL PAGE

STRAND THEATRE

Ocean Beach, Calif.
F. J. GRUBER,
Prop. and Manager

Saturday, Sept. 24
Francis McDonald in
"THE DESERT'S TOLL"
The battle for gold and the heart of a lady.
News Weekly and Our Gang Comedy, "Thundering Fleas"

Sunday-Monday, Sept. 25-26
Ramon Navarro in "LOVERS"
A drama of truth in a setting of lies. "Circus Today," Sennett comedy. Fables and Topics of the day.

Tuesday-Wednesday, Sept. 27-28
"THE ROUGH RIDERS"
Theodore Roosevelt's famous regiment live again in pictures. Andy Gump in "Circus Daze," Comedy and News Weekly.

Thursday-Friday, Sept. 29-30
Babe Ruth in "BABE COMES HOME"
A home run of romance and thrills "Have Courage," Johnny Dooly comedy and "The Cinder Path," another Collegian junior feature.

If it's a good picture the STRAND will play it. Why pay more?
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By MRS. KIRK SMITH

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LUNCHEON AND BRIDGE FOURSOME

Mrs. W. D. Waggoner of Narragansett avenue, entertained with a bridge foursome and luncheon last Tuesday, September 20, for Mrs. H. J. Duel, Mrs. Lillian E. Neal and Mrs. W. W. Deuel. The high prize was won by Mrs. W. W. Deuel. The next luncheon will be held two weeks hence at the home of Mrs. Neal on Voltaire street.

◆ ◆ ◆

Greeting Cards—Froide—Bacon St

◆ ◆ ◆

FRIDAY BIRTHDAY CLUB

On account of Mrs. Kirk Smith serving as a juror in superior court last Friday, the meeting place of the Friday birthday club was changed to the home of Mrs. Anna Harrington on Muir avenue. Thirty members gathered to enjoy their regular monthly dinner, which is given every third Friday of the month.

◆ ◆ ◆

GONE ON HUNTING TRIP

Loyal Near, of the Ocean Beach garage, is enjoying a two week's vacation and left last Monday with Harold McCormick on a hunting trip up in the vicinity of Warner's ranch.

◆ ◆ ◆

REGAINING HEALTH

Mr. J. H. Robertson of 2076 Cable street, is recovering from a recent severe operation at the Mercy hospital.

◆ ◆ ◆

G AND L DINNER CLUB

Mr. and Mrs. C. E. Perkins of 4460 Brighton avenue were hosts for the September meeting of the G. and L dinner club and an enjoyable evening of cards was spent. Nancy Slaughter and Forrest Meyer won first prizes, Lola Konrad and Edwin Reed winning second.

◆ ◆ ◆

Classified Ads Get Quick Results.

◆ ◆ ◆

Mr. and Mrs. O. F. Ahring have moved from Loma Portal to 4602 Muir avenue, Ocean Beach.

◆ ◆ ◆

Mr. and Mrs. Webb, (newly weds) have rented the furnished house at 5030 Santa Monica ave.

◆ ◆ ◆

Mr. and Mrs. M. J. Brown have moved from 5058 Long Branch avenue to San Diego.

◆ ◆ ◆

Mr. and Mrs. F. O. Hughes have returned from National City to reside at 4634 Green street, Ocean Beach.

◆ ◆ ◆

Mr. and Mrs. R. W. Munger left last Monday for their home in Imperial Valley.

◆ ◆ ◆

A son was born September 13 to Mr. and Mrs. Roy C. McBride of Newport avenue.

◆ ◆ ◆

Mr. and Mrs. Thomas D. Twedell of Narragansett avenue have moved to Los Angeles.

◆ ◆ ◆

Mrs. George Caldwell has returned from Los Angeles to her home on Orchard street, Ocean Beach.

◆ ◆ ◆

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial.

CLASSIFIED ADS
GET QUICK RESULTS
WE CIRCULATE

FORMER KANSAN BUYS PROPERTY HERE

Mr. and Mrs. George E. Bailey, of Ocean Beach and formerly of Kansas, but now one of Ocean Beach's postmen, has bought the property at 4720 Muir avenue, from J. Thomas McCoy, of the John B. Hughes, real estate office, 4999 Voltaire street. Mr. and Mrs. Bailey like it here in Ocean Beach, better than any place that they have ever lived, and expect to stay here for many years to come.

◆ ◆ ◆

TRAVELING EASTWARD OVER SANTA FE TRAIL

Mr. and Mrs. A. D. Piersall left last Tuesday on an eight weeks' auto trip to Missouri and Illinois, where they will visit friends and relatives. They are traveling eastward over the famous Santa Fé trail. Miss M. M. McCloud is acting as Mr. Piersall's representative during his absence from his realty office.

◆ ◆ ◆

COMMUNITY CARD PARTY

Another of the series of popular community card parties sponsored by the Ocean Beach Woman's club, will be given Wednesday evening, September 28, at 8 o'clock in the club rooms at Abbott and Newport streets.

Mrs. Rose Vint is the hostess and reservations may be made through her, mornings, telephone, Bayview 0389-R. The men of the beach, are cordially invited. Promptness will be much appreciated by those in charge.

◆ ◆ ◆

HOTEL NEWPORT GUESTS

F. M. Rice, Thomas Lewis, Yuma, Arizona; O'Farrell, Seattle, Washington; S. A. Perkins, Kansas City, Mo.; F. M. James, Los Angeles; T. R. Williams, Belvedere, Illinois.

◆ ◆ ◆

DEMISE OF MRS HARRISON

At the residence on De Foe street, Mrs. Louisa Harrison, mother of D. V. Harrison, passed peacefully away, September 18. She was a native of New York and had reached her seventy-third year. Funeral services were held last Tuesday, Reverend W. S. Dunn officiating, and interment took place in Greenwood cemetery.

FIVE HOUSES REPORTED SOLD

The five furnished houses, making a court at 4950 Narragansett avenue, were reported sold to out of town people, this week, for $12,500.

NAVY MAN LEASES HOME

Mr. and Mrs. A. C. Bromberg has rented the Grant property at 4939 Muir avenue, for one year, from J. Thomas McCoy of the John B. Hughes real estate office, 4999 Voltaire street. Mr. Bromberg is connected with our Navy, and has just been moved from Honolulu to San Diego.

"FERN COURT" SOLD

J. J. Burke has sold his property, known as "Fern Court," 5025 Narragansett avenue, to Mr. and Mrs. John G. Saylor of San Antonio, Texas, who will take possession soon after October 1. Mr. Burke will continue to reside in Ocean Beach.

AUTO RACES ON SEASHORE

William L. Near has entered his champion high-powered Ford in the auto speed races to be held on the seashore at Mission Beach, Saturday, October 8. The contest will be for Ford cars only and will cover a distance of two miles on the sands.

Subscribe to "The Beach News." One Dollar for Fifty-two Weeks.

LET GEORGE TELL IT!

Los Angeles, Sept. 15, 1927.

Dear Kirk and Katherine: Note with interest that "Mr. and Mrs. Geo. F. Caldwell have moved to Los Angeles, where Mr. Caldwell has accepted a position with the Credit Clearing House." Interesting, but not quite true! I have been affiliated with Credit Clearing for a number of years in the capacity of "receiver in bankruptcy." It took me several years to discover that Ocean Beach was the best place in the world to live and I positively refuse to be driven out, even by so powerful a means as "The Beach News." I am here temporarily in charge of four big Broadway stores, the Bonton, Leader, Outlet and Emporium, but **return to Ocean Beach to live,** just as soon as I wind up their affairs. Mrs. Caldwell returns next week. Sincerely yours,

G. F. CALDWELL.

O. B. LIBRARY

MARGARET RANKIN, LIBRARIAN

The Ocean Beach library wishes to announce that the following new rent books have been received and are ready for circulation. "Barberry Bush," Norris; "Billy Padley's Wife," Venner; "God and the Groceryman," Wright; 'They Also Serve," Kyne; "Frozen Inlet Post," Hendryx. The library is now open daily from 2 to 8 p. m.

◆ ◆ ◆

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

WE CIRCULATE

STRAND RADIO

Bayview 0212
Strand Radio Co.

Kraft Bldg., Ocean Beach
W. W. DEUEL, Prop'r.
AUTHORIZED DEALER
RADIOLA and FEDERAL
RADIO REPAIRING
BATTERY CHARGING

Program Pacific Coast Nework
National Broadcasting Company, KFI

Sunday, Sept. 25—9 to 10 p. m.
GREAT MOMENTS OF HISTORY

Monday, Sept. 26—8 to 9 p. m.
OPERA MANON SCHEDULED FOR NETWORK

Tuesday, Sept. 27—9 to 10 p. m.
"THE VAGABONDS IN ATLANTIC CITY"

Wednesday, Sept. 28—9 to 10 p. m.
NATIONAL PLAYERS PRESENT "MAMON AND THE ARCHER"

Thursday, Sept. 29—9 to 10 p. m.
LOS ANGELES PROGRAM FEATURES GYPSY ORCHESTRA

Friday, Sept. 30—9 to 10 p. m.
PHILCO HOUR FOR NETWORK

Friday, Sept. 30—10 to 11 p. m.
NEW TYPE OF MEMORY LANE PROGRAM

Saturday, Oct. 1—8 to 9 p. m.
SATURDAY NIGHT REVUE

STRAND RADIO

Strand Radio and Appliance Co.

MISSION BEACH P.-T. A

A Parent-Teacher Association was organized at the Mission Beach school last Tuesday under the direction of Mrs. A. J. Burston, extension chairman and with the assistance of Mrs. Vesta Muilheisen, member of the board of education and Mrs. Ed Hale, president of San Diego Council of Parent-Teachers. The following officers were elected: president, Mrs. F. E. Lundblade; vice-president, Mrs. F. Strachan; secretary, Mrs. R. V. Jones; treasurer, Mrs. C. C. Robertson. The regular meetings will be held at the school the third Wednesday of each month at 3 p. m.

M. B. WOMAN'S CLUB

The Mission Beach Woman's club met Friday, September 23. Mrs. Della Haman gave an interesting report in the state convention at Sacramento, and Mrs. Lowe favored with some violin numbers which were greatly enjoyed. The next meeting will be October 14.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

FABER'S FOUR STORES

Phone Bayview 0415 and 0418

SATURDAY AND MONDAY SPECIALS

Sugar, 10 pounds for	65¢
Butter, Golden Rod	45¢
JELLWELL, 3 packages for	25¢
Peas, Solar brand	10¢
Kidney Beans, Hart Brand	15¢
Cocoa Almond Soap (Special)	5c
Bananas, 5 pounds for	25¢
Sweet Potatoes, 5 pounds for	25¢
Muscat Grapes, 7 pounds for	25¢
Tomatoes, 3 pounds for	10¢
Belleflower Apples, 5 pounds for	25¢
Johnathan Apples, 3 pounds for	25¢
Lettuce	5¢
Fancy Burbank Spuds, 8 pounds for	25¢
Peaches, Elberta, 4 pounds for	25¢
CARROTS, TURNIPS, BEETS — 3 for	10c

WE DELIVER FREE ALL ORDERS OVER $1.50
CASH IS KING

OCEAN BEACH GARAGE

BEST EQUIPPED FOR SERVICE — Half block from Fire Station
Battery Charging—Welding — Official HEADLIGHT TESTING
Lathe Work—Cylinder Honing — Station No. 1308
HENRY EULBERG, Propr.
4868 NEWPORT AVENUE
Exide BATTERIES — THE LONG-LIFE BATTERIES
Most Complete Stock of Replacement Parts, Tires, Tubes, Brake Linings and Accessories This Side of San Diego
STORAGE — Phone, Bayview 0094 — TOW CAR

School Supplies

All CAMERAS 25% Off
Cold, Appetizing Drinks of All Kinds Served at the Finest Fountain in the Beach districts of San Diego.
HAGE'S ICE CREAM specially prepared for home-trade and parties. Prompt and Courteous Service.
KRAFT'S DRUG STORE
Bacon Street and Newport Avenue, Ocean Beach
Phones—Bayview 0194, Bayview 0411

ANNOUNCING OPENING TODAY OF THE
SUNSHINE SERVICE STATION

JAMES DOUGHERTY, Proprietor
Santa Monica Ave. and Bacon St., Ocean Beach
TIRES - BATTERIES - ACCESSORIES

WHETHER You Rent, Buy, or Build

insist on Red Seal Wiring so that you may be sure of having at least four Duplex Convenience Outlets in the living room and two in each of the other rooms.

In the Red Seal Home, your lighting fixtures are for necessary and decorative lighting, not for a maze of tangled cords. Appliances are plugged in outlets as they should be.

RED SEAL WIRING IS NECESSARY FOR MODERN ELECTRICAL CONVENIENCE

SAN DIEGO CONSOLIDATED GAS & ELECTRIC CO.

BYLLESBY — PIONEERS IN PUBLIC SERVICE — ENGINEERING FINANCE MANAGEMENT

Buy Beach Property Now!

"Buy At Home"—Patronize Your Community Merchant

WOMEN CAN NOW DO MORE

Because Lydia E. Pinkham's Vegetable Compound Keeps Them Well

Fifty years ago there were few occupations for women. Some taught school, some did housework, some found work to do at home and a few took up nursing.

Today there are very few occupations not open to women. Today they work in factories with hundreds of other women and girls. There are also women architects, lawyers, dentists, executives, and legislators. But all too often a woman wins her economic independence at the cost of her health.

Mrs. Elizabeth Chamberlain who works in the Unionall factory making overalls writes that she got "wonderful results" from taking Lydia E. Pinkham's Vegetable Compound. Mrs. Chamberlain lives at 500 Monmouth St., Trenton, N. J. She recommends the Vegetable Compound to her friends in the factory and will gladly answer any letters she gets from women asking about it.

If Lydia E. Pinkham's Vegetable Compound has helped other women, why shouldn't it help you?

So It Is

"Did you ever visit the museum?"

"No. It never happened to rain as I passed it."

As We Grow Older

Proper Kidney Function Is More Than Ever Important.

AS we grow older, there is apt to be a gradual slowing up of bodily functions.

The kidneys are the blood filters. If their action becomes sluggish they do not thoroughly cleanse the blood of poisonous wastes. This tends to make one tired and achy, with often a nagging backache, drowsy headaches and dizziness. A common symptom of imperfect kidney action is scanty or burning excretions.

Elderly people recommend *Doan's Pills*. This tested diuretic is endorsed the country over. *Ask your neighbor!*

DOAN'S PILLS 60c
STIMULANT DIURETIC TO THE KIDNEYS
Foster-Milburn Co. Mfg. Chem. Buffalo, N.Y.

"Cutting teeth is made easy"
MRS. WINSLOW'S SYRUP
The Infants' and Children's Regulator
At all druggists
Non-Narcotic, Non-Alcoholic

Oakland, Nebr., Feb. 28, 1920
Anglo-American Drug Co.,
Gentlemen:
I am more than glad to tell you of the experience and result obtained from your wonderful Baby Medicine. Our second baby is now seven months old and has never given us a moment's trouble. The first and only thing she has ever taken was Mrs. Winslow's Syrup. She has four teeth and is always smiling and playing. *Cutting teeth is made easy* by the use of Mrs. Winslow's Syrup. Most sincerely,
(Name on request)

ANGLO-AMERICAN DRUG CO.
215-217 Fulton Street, New York

Hanford's Balsam of Myrrh
For Wounds and Sores
Money back for first bottle if not suited. All dealers.

Shakespeare's Writing Tells of Fatal Worry

None of Shakespeare's works in the poet's own handwriting are now in existence, but there are in existence books which belonged to Shakespeare and in which he wrote. These two conclusions have been reached by Dr. Samuel A. Tannenbaum, Shakespearean authority. Doctor Tannenbaum has made a close scrutiny of the six indubitable specimens of Shakespeare's handwriting; the three signatures in the will in Somerset house and on the three documents, one on each at Guildhall, British museum, and public record office. He demonstrates that the poet's handwriting shows characteristics that belong to sufferers from angina pectoris, and that the poet died of this disease, brought on, probably, by domestic worries, his younger daughter having married a man unworthy of her.

Passport Photos Must Resemble Applicants

Proof of the vanity of some women is often furnished in the New York customs house by passport applicants, according to Frederick Tisdale in an article in Liberty. The author quotes an official of the New York passport office who says, "We are often amused by some of the photographs submitted by older applicants. A woman of fifty will bring in a photograph copied from a picture made when she was in high school. We explain tactfully that the photo is necessary for identifying the passport holder, and we are forced to point out that the applicant resembles the earlier picture only vaguely after all these years. Sometimes they regard our attitude as a personal offense."

Evil Eye on Crops

Women dragging plows through the first furrows in the fields to prevent evil spirits blighting the crops may be seen within short distances of Moscow.

Idolatrous worship and superstitious practices continue almost within the shadow of the Moscow universities, according to a report by the ethnographic department of the commissariat of education.

The god o hens is still placated with special offerings in villages close to Moscow, wizards are asked to cure illnesses by applying toads to the skin of the sufferer, quacks and voodoo men conduct a thriving trade, and many other dark and dismal magics persist, in spite of the active educational work of the government.

Truth About the Petrel

For centuries mariners believed that the petrel never approached land, and that it laid its egg at sea and carried it about under one wing until it hatched. Not long ago, however, a party of explorers found a small petrel laying its egg under the soft soil of an isle of the Cape Verde archipelago, instead of carrying it around under its wing. The Cape Verde isle of Cima, which is uninhabited, is covered with the tiny bones of millions of petrels, which in ages past have come there to die.

A Changeable Animal

An animal which can change into another animal and then back to its original form is the startling discovery announced by Dr. Martha Bunting of the zoological department of the University of Pennsylvania.

The "animal" is one-celled, resembling a minute drop of jelly, and belongs to the amoeba family. It can transform itself into a complicated flagellate, Doctor Bunting declares, and then effect a retransformation back to its amoeba state.

Girl Inventor Honored

In recognition of her ability as an inventor, the Russian government has engaged Miss L. Y. Palmen, a Russian girl, as engineer-constructor. She is one of the few women in the world to win distinction in her field. She recently perfected an airplane engine which develops 20 horse power and is specially adapted to the requirements of the All-Russian conference of aerial and chemical defense.

His Treat

Visitor at church (to friend, as collection plate nears)—Put that money back in your pocket, Bill. This one's with me!

JUST HUMANS

By GENE CARR

"HAVE A MATCH, BOSS?"
NEARSIGHTED OLD GENT—"I THANK YOU!"

Mother's Cook Book

The greater proportion of the population of this country do not know what real sunlight is unless they leave their homes.—Lord Newton.

DESSERTS

WHEN one has plenty of fresh berries the dessert is a simple dish to prepare. Fruit juices thickened with gelatin are favorite desserts. They are both appetizing and sufficiently satisfying after a hearty meal.

Snow Pudding.

Soak one and one-fourth tablespoonfuls of gelatin in one-fourth cupful of boiling water, add one cupful of sugar and one-fourth cupful of lemon juice. Stir until the sugar is dissolved, then strain into a large bowl and set into ice water to cool, stirring occasionally. Beat the whites of three eggs until stiff and when the gelatin begins to thicken add the beaten whites and beat together until very light. When stiff enough to mold, pour into a mold that has been rinsed in cold water. Make a boiled custard, using the yolks of the eggs well beaten, three tablespoonfuls of sugar, one-half teaspoonful of salt, a pint of hot milk; cook until smooth and flavor when cool with vanilla. Unmold the pudding and serve with the sauce around it.

Braised Cabbage.

Melt one-fourth cupful of sweet fat in a saucepan, add two green apples and two onions finely chopped; cook gently for three minutes, then turn in one good-sized cabbage shredded, three cloves, one-half cupful of vinegar, one tablespoonful of salt and one-fourth teaspoonful of pepper. Cover tightly and simmer for two and one-half hours.

Coconut Sponge.

Dissolve a scant half envelope of gelatin in one-fourth cupful of cold water. Make a custard of two cupfuls of milk, three eggs and one-third of a cupful of sugar; cook until smooth and thick, remove from the heat and add the gelatin. When the mixture begins to set add one cupful of shredded coconut, a few grains of salt and a tablespoonful of vanilla. Use just the yolks in the custard, beat the whites stiff and fold in at the last. Line a mold with sections of orange, pour in the mixture and chill.

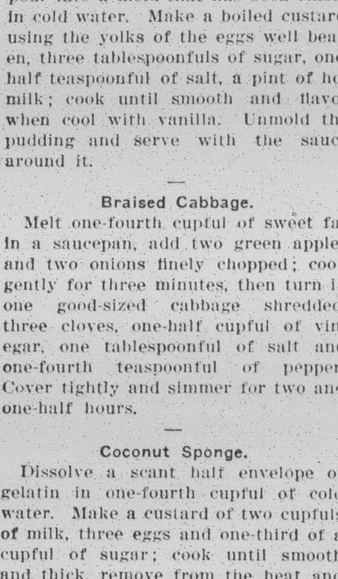
Orange Ice.

Make a sirup, using four cupfuls of water to two of sugar, boiling twenty minutes; add two cupfuls of orange juice, one-fourth cupful of lemon juice and the grated rind of two oranges. Cool, strain and freeze.

Nellie Maxwell

(©, 1927, by Western Newspaper Union.)

GIRLIGAGS



(Copyright, 1927, by The Bell Syndicate, Inc.)

"Poor dumb Dora," says Catty Katrinka. "A gent called on her the other day with a writ of attachment and she thought it was a marriage license."

SOMETHING TO THINK ABOUT

By F. A. WALKER

TELLING IS SELLING

IN THESE days of time-saving devices, money-saving inventions and effort-saving ideas the thinking man finds much to interest him when he hears another thinking man compress a big thought into the fewest possible words.

The literary man has a name for these examples of condensed wisdom. He calls them "epigrams."

"Epigram" is an interesting word. You can spend a useful fifteen minutes studying out in some good dictionary just what it meant in the original Greek and how it came to have an entirely different meaning in English.

One of the most condensed and meaningful phrases I have ever seen written or heard spoken was used by a great editorial writer who boiled down a whole sermon into three words when he said "Repetition is reputation." That is sound, unassailable truth in the fewest possible words.

Alongside that condensation of wisdom I have filed away in my memory the three-word statement that I heard an advertising solicitor use the other day in convincing a prospective buyer of publicity that advertising would be the best possible investment that he could make.

These were the three words he used: "Telling is selling."

That comes pretty near reducing the statement of what advertising is to the fewest possible words and stating it in the simplest possible way.

To a greater or lesser degree every human being is an advertiser.

The man or woman who dresses well advertises prosperity.

The man or woman who uses the proper words in proper places and shows a broad acquaintance with facts advertises education.

The man with the light step, quick movement, unceasing activity, advertises energy, probably ambition.

You say "I am a good judge of human nature." That is only another way of stating that you are an accurate reader of the personal advertising of individuals.

Every day we unconsciously "tell" ourselves—advertise ourselves—by our actions, by our habits, by our conversation. Every day we unknowingly succeed in or fail in "selling" ourselves.

If "telling is selling" it is equally true that "Overtelling is underselling."

Nobody ever permanently gained anything by wandering from the truth.

Boasting is only a polite name for lying.

Any buyer of men or merchandise would rather be surprised by finding his purchase better than he thought it was than to discover that it failed to come up to what he had reasonable right to expect.

If you have occasion to talk about yourself tell just what you are.

If you find it necessary to sell yourself do not bargain for more than you can deliver.

"Telling is selling," but the telling must be the truth and selling must be on the basis of turning over just what you have agreed to—of having the goods test 100 per cent of what they were represented to be.

(© by McClure Newspaper Syndicate.)

Trick From the Zoo

Duane, aged three years, watched his baby sister in great astonishment as she pulled herself up in a standing position for the first time. Then he rushed excitedly into the next room calling: "Oh, mother, come quick! Sister is standing on her hind legs!"—From Children, the Magazine for Parents.

BE A BOOSTER

By EVELYN GAGE BROWNE

BE A Booster—not a knocker—
For your Boss, your Job, your Town!
For the Booster keeps things going
While the knocker tears them down.

Talk Good Times and keep declaring
Things grow better all the while,
For there's nothing so contagious
As an optimistic smile.

Let your cheery "Well, how are you?"
Make the one you say it to
Answer "Fine! things going splendid!"
And it's bound to make it true.

Just keep spreading all around you
The glad Gospel-of-Good-Cheer,
Bigger sales and better business—
That's what people like to hear.

Get the happy Boosting habit
And the Things-are-all-right grin,
Be a "rooter" for the home-team,
If you want to help to win.

So just Boost—and keep on Boosting,
And you'll find that all you do,
Is just sure some day or other
To be really Boosting YOU!

(Copyright.)

SAWS

By Viola Brothers Shore

FOR THE GOOSE—

A FOOL and her kisses is soon parted.

Women are funny gamblers. They hate to risk a dollar on poker, but they stake everything they got on bein' able to hold some man's love and in no other game in the world is the cards so stacked against 'em.

Don't be afraid of bein' too obvious in your compliments. The man ain't livin' that can see through the line about lookin' swell in his dinner coat.

FOR THE GANDER—

When you're considerin' a wife, ask yourself all the old posers: "How would I like to sit opposite her at breakfast? Wake up next to her in the mornin'? Live with her when she's sixty?"

And then ask yourself this one more: "How'd I like to call her up at five o'clock in the afternoon and tell her why I can't come home to supper?"

There's on'y a few hard and fast rules on the more or less gentle art of kissin' and the first is: Faint kisses never won fair lady.

(Copyright.)

WHEN I WAS TWENTY-ONE

BY JOSEPH KAYE

At 21—Fritz Kreisler Was Struggling for Recognition.

FROM the age of twenty-one to twenty-seven I struggled hard for recognition. I played every bit as well then as I do now but people did not understand it.

There were two great influences that helped me finally to gain recognition and success, the love and help of my dear wife and companion, and my robust health. I can only humbly and thankfully acknowledge their tremendous power in the making of me.—Fritz Kreisler.

TODAY—Fritz Kreisler is one of the greatest violinists in the world, whose popularity knows no fashion; and in the field of violin composition is nearly as great. His delightful pieces are in the repertoire of every violinist.

(© by McClure Newspaper Syndicate.)

What Does Your Child Want to Know ?

Answered by BARBARA BOURJAILY

WHAT MAKES THE RAIN FALL IN DROPS?

Wee bits of dust float in the air,
And when the rain cloud meets
The dust, it forms in tiny drops
Instead of solid sheets.

(Copyright.)

CAP AND BELLS

SOUNDING HIM OUT

They were trying thought-reading. "What did I just think of?" asked Max of his friend Arthur.

"You thought, Max, that if I were to ask you now for the loan of $50 till the first of next month you would say you couldn't do it. Was that right?"

"No, that's wrong."

"Really? Then you can let me have the money."

GREAT DISCOVERY

"I've made a great discovery, Mom."

"Well, what is it?"

"I've found out that the heavy end of a match is the light end."

Uh-Huh

Oh, woe is me if I should see
The woofus or the suckersee:
'Tis marvelous, indeed, the crass
Of him who always seeks a pass.

All in One Spot

Friend—Well, how do you like being married? You were always lamenting when you were a bachelor.

Newly Married Friend—Oh, it's much better, thanks. Before I was miserable at home and miserable when I went out, and now I am only miserable at home.—Der Goetz, Vienna.

Terrible Scandal

Neighbor—Don't tell a soul about it, but did you know Mr. and Mrs. Smith parted yesterday?

Village Gossip—Do tell. No, I never dreamed of such a terrible thing. How did it come about?

Neighbor—Why, you see she went to her sewing club and he attended the stock show.—Capper's Weekly

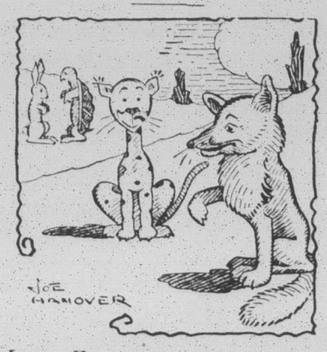
Power of the Press

"Do you stand back of every statement you make in your newspaper?" asked the timid man.

"Why-er-yes," answered the country editor.

"Then," said the little man, holding up a notice of his death, "I wish you would help me collect my life insurance."

SKINNING THE BOOBS



Lynx—How much did you lose on the Hare-Tortoise race?

Fox—Not a seed. I had inside information that the race was fixed so I kept off it.

Photomania

The world is full of picture books.
A dazzled public blinks,
Intent on how a person looks
Instead of what he thinks.

How Stupid People Are!

Patient—Is the doctor in?

Office Boy—No, he just stepped out for lunch.

P.—Will he be in after lunch?

O. B.—Why no, that's what he went out after.—Boston Transcript.

He Is That Way

Betty—Tom said he started life by running away with a circus.

Mertle—I don't doubt it. He'd run away with anything that's not nailed down.

No Escape

"I hear that your divorced wife has made up her mind to marry a struggling young lawyer."

"Well, if Margaret has made up her mind he might as well cease struggling."

A Sure Thing

"Why are you so willing to bet all you've got that the jury will disagree?"

"Because," replied Henry Peck, "Henrietta is on the jury."

Buzz guests make a hit

FLIT spray clears your home of flies and mosquitoes. It also kills bed bugs, roaches, ants, and their eggs. Fatal to insects but harmless to mankind. Will not stain. Get Flit today.

FLIT

DESTROYS
Flies Mosquitoes Moths
Ants Bed Bugs Roaches

"The yellow can with the black band"

© 1927 STANDARD OIL CO. (N.J.)

The Shrinking Paper Dollar

ANDREW MELLON HONORS ALEXANDER HAMILTON ©Harris & Ewing

By EL... J...OTT WATSON

FOR the second time since Alexander Hamilton, the first secretary of the treasury, established our currency system, a radical change is to be made in the size of our paper money, according to orders that have been issued by Andrew W. Mellon, present secretary of the Treasury. The other change occurred in 1861 when the smaller bills of Civil war "shin-plaster" fame were introduced. These smaller bills, however, were used only a short time and then the regulation size was resumed. Now the size of all bills is to be reduced again and they will be a third smaller than they are today and somewhat different in design. The present size of paper currency is 7 7-16 by 3⅛ inches. The new size will be 6⅛ by 2⅝ inches.

There are two main reasons for the change in size. One is convenience and the other is economy. The smaller note will generally fit into pocketbooks without being folded, a thing which is not possible with the present bills. It will also be easier to handle since it will fit more neatly into the hand of the counter, without cramping the hand, as the present bills do, and can be manipulated more rapidly. The economical reason is a double one. The frequent folding and creasing of the present size currency eventually breaks the fiber of the paper and makes it deteriorate more rapidly. But the principal reason is the saving in manufacture. Under the present system of printing money, the faces or the backs of eight notes are engraved on one plate and printed at one impression. The new size currency will allow 12 notes to be made from one plate and 12 can be printed on the same size sheet of paper which formerly printed only eight. Mr. Mellon estimates that this will mean an annual saving of $2,000,000 in the manufacture of money.

Back of this contemplated change there is an interesting story, for the advantage of the smaller-size money was discovered by accident. Twenty-five years ago, when Spain ceded the Philippines to the United States in the treaty which ended the Spanish-American war, it became necessary for our government to furnish the Filipinos with a distinctive currency. For some reason which has never been explained, the government bureau of engraving and printing designed a currency in which 12 bills could be printed from the plates from which were printed eight of our bills. The Filipinos were satisfied with this handy currency and it has been supplied to them steadily for the last quarter of a century. During the many years of American occupancy of the Philippines many of our people who have been sent to the islands, civil and military officials, school teachers and the like, have handled the Philippine currency. When they returned home and began using the clumsy bills which they found here they were struck by the difference and almost invariably they uttered a protest that the Phillippine size was better than our own. So frequent were these protests that at last the Treasury department began to take notice of them, and two years ago when a treasury committee began a study of currency problems, the first thing it considered was a change in size. Bundles of paper were cut up in the Philippine size, and these dummy notes were distributed to federal reserve banks for experiments by tellers and other officials of the banks. The result was that the federal reserve banks reported unanimously in favor of the smaller size bank notes. The bureau of engraving and printing also favored the change because of the economy in manufacture already noted. The result was the order issued by Secretary Mellon recently.

But the change in the size is not to be the only innovation in the new system. Other changes are contemplated which will bring order to our somewhat confusing currency system. The government is now putting out five different types of currency—national bank notes, gold certificates, silver certificates, United States notes, and federal reserve notes. It has been the custom to print all of these in most of the different denominations, and as a result we now have five different kinds of $10 bills. Under the new plan the national bank notes will be done away with. Silver certificates are to be used for $1 bills only, and there will be no silver certificates of any other denomination. The United States notes, which are the greenbacks of the Civil war period, will be merged into $5 bills of the new currency and there will be only one type of $5 bill. Gold certificates and federal reserve notes will be used only for the higher denominations, the $10 bills, the $50's, $100's and $1,000's.

Still another change will be in the matter of the pictures used on the bills. On many of them are portraits of people unknown to the public. More than that, the same picture may be on a $1 bill and on a $20 bill. This causes confusion and sometimes leads to mistakes. Under the new system the pictures of Presidents only will be used. For instance, Washington is to appear on the $1 bills, Lincoln on the $5 bills, Jefferson, probably, will be on the $10 bill, Grant may get the $20 one, Cleveland the $50 bill, Roosevelt the $100, and Wilson the $1,000.

That will not take place, however, until next summer. Government manufacture of money is a complicated process and the dollar bills make up more than half of our paper currency. Some 800 tons of them at present are distributed each year. The bills of this denomination will be the first to appear in the new size. Next will be produced the $20 bills and the government will work up and down from these two, but it will take two or three years to replace all of the revised denominations in circulation. Treasury experts state that there are always about a billion bills in circulation. On an average these bills last a year before they wear out and have to be replaced. Of course, the $1 bills wear out most quickly, so that by starting the new system with $1 bills and sending them out to replace the worn-out $1 bills, the first step in introducing the new currency will be taken. The treasury has warned the public that advance specimens cannot be furnished until the new bills are released simultaneously in all parts of the country.

Hearty Meals in Java

When you dine in Java you have the "riz-tavel" (rice table), which starts with a deep dish partly filled with rice and ends with such a sense of repletion that one is apt to be unfit for any activity for several hours.

After one's plate has received its portion of rice, there comes a big parade of native servants, each bearing something in a dish. There are fish of various kinds, eggs—fried or in omelette form—beef and birds, peppers, nutmeg, coconut, chopped nuts, curry and many other delicacies. The Hollanders who rule Java eat the "riz-tavel" daily and survive.

True Patriotism

Every good citizen makes his country's honor his own, and cherishes it not only as precious but as sacred. He is willing to risk his life in its defense and is conscious that he gains protection while he gives it.—Andrew Jackson.

Prolific Inventor

The most prolific of negro inventors was Elizah McCoy of Detroit, who from 1872 to 1920 obtained 57 patents. His inventions cover a wide range of subjects, but relate particularly to the lubricating of machinery.

Zero in Worries

Our idea of zero in things to worry about is the danger that this earth will last only another million years or so.—Des Moines Register.

Daddy's Evening Fairy Tale

By MARY GRAHAM BONNER

© WESTERN NEWSPAPER UNION

THE FROST BROTHERS

"Come on, now, we must get ready," said Jack Frost to his brothers Master Chilly and Master Very Cool.

"We're ready, Jack," they answered.

"It's a good, still night," Jack Frost continued, "and we can do lots of work tonight. You haven't forgotten to bring along our magic paint brushes so we can do the windows, have you?"

"We have everything in readiness."

"Then we must be off," said Jack Frost.

They went hurrying along through the still, cool, autumn night.

The air was as still as still could be and it smelt so deliciously, for that afternoon some piles of leaves had been burnt and the world seemed fragrant with their perfume.

"We must touch up some more of the leaves," said Jack Frost. There are so many yet untouched."

I've the orange paints and the crimson paints and the different shades of golden and red paints and of scarlet paints, too," said Master Chilly, and Master Very Cool added:

"I've got all the brushes, too."

They went to the windows and in some they peeped and saw children sound asleep.

"Won't they be surprised when they wake up in the morning?" Jack Frost exclaimed.

"Let us hope they wake up before old Mr. Sun has been up for too long. Old Mr. Sun is a jolly, healthy, warm hearted soul but he isn't such a great artist. He does away with our work," Master Very Cool said.

"Still he does have beautiful pictures in the sky when he goes to bed, and he loves gorgeous colors," said Master Chilly.

"His art is different from ours," Jack Frost said. "He belongs to another school of painters."

So the Frost brothers went to the windows and they made the most beautiful pictures with their magic brushes. They made castles and mountains, and they shaded their pictures with such marvelous touches.

Then they went to the trees and they whispered to the trees and blew

We Must Be Off.

over them with their cold breaths. Then they painted the leaves and they used the most daring of colors.

"Some artists would be considered too brilliant if they used the colors we do," said Jack Frost. "But Mother Nature has taught us how to use colors so they are gay and yet they don't seem out of place.

"Tomorow we can listen to people saying that the colors have never been more wonderful any other year. It is fine the way they keep on saying that year after year. It rewards us for our work."

Then they went to the flowers and they whispered cool, chilly secrets.

"This will be a surprise," said Master Very Cool, "as the people didn't do much covering up of flowers and plants this evening. They didn't think it would turn so cold, or so still. They didn't know our plans."

The flowers nodded their heads and whispered, as they shivered, "Summer is over."

Only the ageratum and the Johnny-Jump-Ups and the asters whispered back:

"We're still expected to stay around. We can't listen to you, Jack Frost."

And Jack Frost knew that it was true.

As morning dawned and the children were admiring the windows before Mr. Sun got a chance to melt away the pictures, and as the flowers that remained in the gardens cheered those who were saddened to see the other flowers go, Jack Frost and his brothers were back in Frostland about to take their nap, for they sleep in the daytime. And as they were going off to sleep they hummed their own lullaby to themselves.

We're the three Frost Brothers, happy and gay,
We work by night, we sleep by day
We paint the windows and kiss the flowers
And put them to sleep for the winter hours.
We come each year and never fail,
We're the Frost Brothers, sturdy, and strong and hale.
Heigh-ho, heigh-ho for the frosty air,
And the gay, gay pranks that we will dare. Heigh-ho!

Her Little Sister

Margaret, aged six, was playing on the lawn with a chubby little tot of about three, who happened to be dressed in overalls.

"Is that your little brother, dear?" questioned a visitor.

"No'm, he's my little sister."

Children Cry for

Fletcher's CASTORIA

MOTHER:— Fletcher's Castoria is especially prepared to relieve Infants in arms and Children all ages of Constipation, Flatulency, Wind Colic and Diarrhea; allaying Feverishness arising therefrom, and, by regulating the Stomach and Bowels, aids the assimilation of Food; giving natural sleep.

To avoid imitations, always look for the signature of Chas. H. Fletcher. Absolutely Harmless - No Opiates. Physicians everywhere recommend it.

An Unfailing Topic

Barker—While your wife is away in the country what does she find to write you about so regularly?

Brown—Money.

Famous Cheeses

Roquefort cheese is made from the milk of sheep. Gorgonzola, another highly flavored cheese, is made from cow's milk.

BAYER

Genuine ASPIRIN

SAY "BAYER ASPIRIN" and INSIST!

Unless you see the "Bayer Cross" on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians for 25 years.

DOES NOT AFFECT THE HEART

Safe — Accept only "Bayer" package which contains proven directions.

Handy "Bayer" boxes of 12 tablets
Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Monoaceticacidester of Salicylicacid

A Mental Strain

"I'm thinking of a trip to Europe."

"Really, old man, you can't afford that. You're not accustomed to that sort of thing."

"I merely said I was thinking of it. I can afford to think, can't I?"

"No; that's what I mean. You're not accustomed to thinking."

INDIGESTION

If you are troubled with indigestion, dyspepsia, constipation or similar disorders

Green's August Flower

will help you. Has been used successfully for more than half a century. 30c and 90c bottles. At all druggists. G. G. Green, Inc., Woodbury, N. J.

CORNS

Ends pain at once!

In *one minute* pain from corns is ended. Dr. Scholl's Zino-pads do this *safely* by removing the *cause*—pressing and rubbing of shoes. They are thin, medicated, antiseptic, healing. At all drug and shoe stores. Cost but a trifle.

Dr Scholl's Zino-pads

Put one on—the pain is gone!

DON'T EXPERIMENT ON YOUR EYES!

MITCHELL EYE SALVE

heals inflamed eyes, granulated lids, styes, etc. Sure. Safe. Speedy. 25c at all druggists. Hall & Ruckel, N. Y. C.

Anyone in the Printing Business or Figuring to start, can learn how $500 to $5,000 extra yearly can be earned without increasing investment, for $1 and stamped, self-addressed envelope. Printshop, 2159 E 24th St., Oakland, Calif.

Housewives—Reduce Canning Time 75%. Ask druggists, grocers for Mrs. Price's Canning Compound. Send name and address of self and five friends for one sample. Two extra samples 10c. K1605 North Penn, Minneapolis, Minn.

Ambitious Agent With Good Record and small capital. Join us. Our business unique, highly profitable and easily learned. Few hours weekly. Keeney, 3999 Langley, Dept. K, Chicago.

W. N. U., San Francisco, No. 36--1927.

LAST STAND of the cockroach army

No use waving that white flag!

Peterman's will get him

EVERY cockroach in thousands of homes has been exterminated by Peterman's this season.

You *must* have a *powder* for roaches. Peterman's Roach Food is the right powder. It *entices* cockroaches from their nests.

They get just a little on their legs. Back to their nests they go—behind baseboards, under floors, *where no spray could reach them.*

Every cockroach they touch, their young, every egg is exterminated. Nothing is left but a little dry dust. No odor.

Here is the right insecticide for each insect:

PETERMAN'S ROACH FOOD—exterminates cockroaches.
PETERMAN'S ANT FOOD—exterminates ants.
PETERMAN'S DISCOVERY (*Liquid*)—exterminates bedbugs (used through spout on can).
FLYOSAN—kills flies and mosquitoes.
PETERMAN'S MOTH FOOD—protects against moths.

You *must* have a specific insecticide for *each* insect. No single insecticide will exterminate them all. We have had nearly 50 years' experience. We *know* that is true.

Peterman's has the right insecticide for each insect. On sale wherever drugs are sold.

Peterman's 200 Fifth Ave., N. Y. C.

Classified ADS.

ONLY A DIME A LINE

CASH TERMS

Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

WANT TO BORROW SOME MONEY? We have $5,000 to loan on good security.

Want a real home on real easy terms? We have it.

THE MAY CO., 5009 W. Pt. Loma boulevard, Ocean Beach. Phone Bayview 0422.

WANTED—Sewing at my home at reasonable rates: first class work. 4535 Brighton avenue. Ocean Beach.

FOR EXCHANGE—Equity in improved Ocean Beach residence property; balance terms like rent. Want car or lot clear. No agents. P. O. Box 207, Ocean Beach.

PROTECT YOURSELF and Insure your house, furniture and automobile —"for safety sake" with Wenrich and Warren, across from merry-go-round.

FOR EXCHANGE—Good equity in 4 bedroom house and lot in Mission Beach for somewaht similar property proposition in Ocean Beach. Address 733 Redondo Court, Mission Beach.

FOR SALE—Upright piano in good condition; reasonable. Phone Hillcrest 1253.

STORE FOR RENT at 1886 Bacon stree, sixty feet from Newport avenue. Terms, $25 monthly, or will lease for three years at $30 per month. Interior 24x40 feet. Best location in Ocean Beach for merchandise establishment.

FOR SALE — Two new stucco houses, all modern; 2 bedrooms and 3 bedrooms; double garage; view unsurpassed; will take lot or $300 down payment. Call at 4410 Long Branch avenue. WALTER M. SMITH. Exceptional bargains!

FOR SALL—Full size iron bed and springs, in fine condition; very reasonable. FROIDE'S, 1868 Bacon st., Ocean Beach.

WANTED—A young lady to take full charge of BEAUTY PARLOR. Ocean Baech resident preferred. 5008½ Newport avenue. Phone, Bayview 0750-W.

FOR TRADE—Equity in northeast corner lot 75x125 (block 124) Pacific Beach, in exchange for automobile. What have you? O. R. Roberts, 733 Redondo court, M. B.

FOR RENT—Garage, $3 per month. FROIDE'S, 1868 Bacon street, Ocean Beach.

WANTED—Hear from owner ranch for sale. State cash price, particulars. D. F. Bush, Minneapolis, Minnesota.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Do You Know?

THAT this newspaper is officially legalized for the publication of CERTIFICATES OF INDIVIDUAL FICTITIOUS NAMES and any and all kinds of LEGAL NOTICES. The attention is particularly requested of beach business folks who believe in the patronage of home industry. Dollars and dimes sent away are gone beyond recall.

Subscribe for "The Beach News."

ROOF REPAIR WEEK

You know of the comfort and convenience, not to mention the economy of a

NICE LEAKY ROOF

—the kind of a roof that whenever it rains your walls become stained, plaster falls off and the whole house becomes damp.

NOW IS THE TIME TO OVERCOME THAT

REPAIR YOUR ROOF BEFORE THE RAIN

SEE OUR ROOFING BARGAINS FOR THIS WEEK

HEXAGON STRIP SHINGLES
In Red and Green
Lay them right over the old roof, yourself
ONLY $5.75 A SQUARE

ROLL ROOFING
Nails and cement included
$1.50 to $3.75 PER ROLL

ROOF STAIN
Blackote Weather Proof
1 gal. cans—only $1.50
3 gal. cans—only $7.00
Leak Kontrol 30c pound

TIN SHINGLES
VALLEY TIN
TIN FLASHING

WHITING-MEAD Co.

THE ONLY THREE BIG DEPT. STORES FOR BUILDING MATERIALS IN SAN DIEGO

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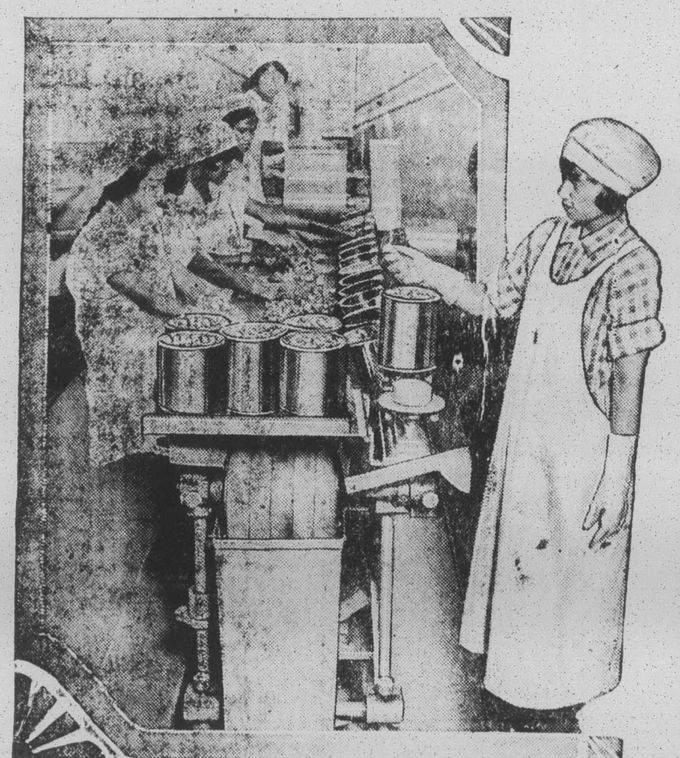

THIS FOOD IS PUT UP IN A VARIETY OF FORMS

WHEN a food outgrows the stage of being a delicacy and becomes so universally used as to be a staple, a demand is created for various forms of that food on the market. Not so long ago, tomatoes grew in old-fashioned gardens as "love apples," to be looked at but not eaten. Later it was discovered they were good to eat. The first tomatoes canned were a delicacy, but today, tomatoes can be bought in some dozen different forms — ranging from whole tomatoes to tomato paste.

Pineapple used to grow in royal gardens under glass. When it was discovered that Hawaii could grow better pineapple in the open fields and ship it, sun-ripened in cans, pineapple was a delicacy. Today, with the discovery that pineapple is a complement to meat and vegetables, it is known, also, that it contains valuable food elements. It is not only a delicacy but an important food product and is packed in a variety of forms, ranging from sliced pineapple to the pineapple juice.

The most popular forms in which Hawaiian pineapple is available are sliced, crushed, "tid-bits" and broken slices, and pineapple juice. Both sliced and crushed pineapple may be had in what is known as "fancy," the choicest pack, and "standard," almost as choice but costing less, and very delicious.

Crushed pineapple is primarily a culinary ingredient. It is just as choice as the slices—in fact, it is even better as far as flavor is concerned as it comes from the outer portion of the pineapple, nearest the shell and this shell is nearest the sun.

The juice is pure juice of the pineapple, unsweetened so that it can be mixed with other liquids in sundaes, pudding sauces, etc. It contains all of the rich mineral properties and vitamins which make pineapple so vital a part of the health diet.

Pineapple is put on the market in various size cans. They are: Buffet can, containing five slices of pineapple or nine ounces of the crushed product; No. 1¼, a slightly larger flat can containing six larger slices; No. 2, a tall can, containing ten slices, or one pound of crushed; No. 1, a tall can, containing nine slices of pineapple, or eleven ounces of crushed; No. 2½ can, containing eight large slices of pineapple or one pound five ounces of crushed pineapple.

Pineapple tid-bits and pineapple juice are obtainable in No. 2 tall cans. These tid-bits are especially suitable for salads or any dish in which small pieces of pineapple are needed.

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Subscribe to "The Beach News."

You Can't Go Wrong WHEN YOU BUY BEACH PROPERTY

Prosperity!—Feel it, talk it, know it—Advertise!

BUILDING PERMITS

Pantages, Mills and Shreve, per F. E. Young, stucco cottage and garage, 4476 Granger; $8000.

Same, stucco residence and garage, 4508 Granger; $13,000.

REPUTATION
IS
REPTITION

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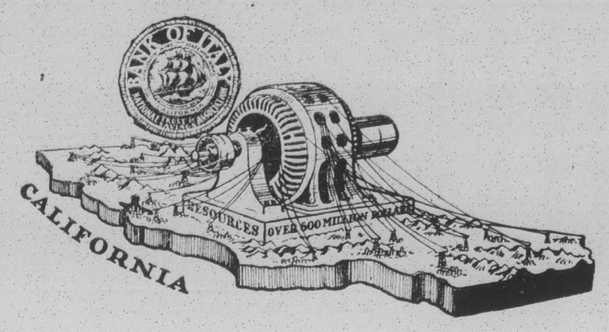
Persistent advertising is a reputation builder for any business man.

Keeping your name steadily before people impels them to think of your business.

"BUY AT HOME"

Patronize Community Merchants



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with offices and personnel at 164 strategic points in the state, the Bank of Italy is in a position to extend financial cooperation *instantly* to any part of California in any emergency.

It transfers money where the need exists just as the great power companies shift electric current from city to country as the demand arises.

This quick movement of capital helps to keep industry on an even keel—and to maintain prosperity on a statewide scale.

Bank of Italy

National Trust & Savings Association

Over One Million Depositors

OCEAN BEACH BRANCH

OFFICERS

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Every Day and Evening in the Year at

KICKHAM'S MISSION BEACH ROLLER RINK

Largest Skating Surface in Southern California

AFTERNOONS AT 2 O'CLOCK—EVENINGS AT 7 O'CLOCK

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3779 Mission Boulevard,
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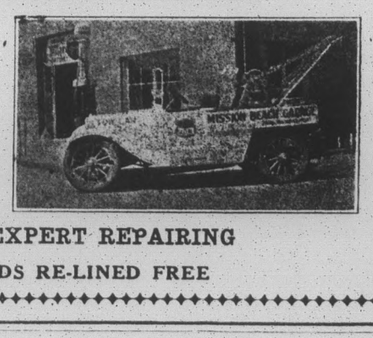

TOWING AND EXPERT REPAIRING

BRAKE BANDS RE-LINED FREE

Loma Beach or Point Loma Beach?

Mr. Kirk Smith,
Editor, "The Beach News,"

I read with great interest the letter published in THE BEACH NEWS, September 17, signed "Point LOMA Beach."

That there is a "jinx" on the name Ocean Beach everyone knows. It should have been changed years ago.

Here is this beautiful, scenic, close-in portion of San Diego, so richly blessed by nature, property values are the **lowest** in twon, when they should be among the **highest**!

What's in a name? Everything! Witness the considerable sums being spent everywhere for appropriate names. A name can make or break a project, no matter how ably handled and how well financed.

As an interested Ocean Beach property owner, I would ask other property owners—"why not get rid at once of the name 'Ocean Beach'?" Besides being a most common appelation, it positively has a **stigma** in the eyes of the rest of San Diego, while inquiring visitors have to be enlightened that Ocean Beach is on Point Loma.

I heartily endorse the name of Point Loma Beach—it is destinctive—it is unique—it would definitely settle in the minds of all, it's position on the map, besides raising it's standard to that of other high class residential beaches. I firmly believe that as Point Loma Beach, business would be greatly stimulated and property values would be materially enhanced.

BOOSTER

"Buy At Home"—Patronize Your Community Merchant

Subscribe for "The Beach News," $1 a Year

CHURCHES

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

Reading Room open Mondays, Thursdays and Saturdays from 2:30 to 4:30 p. m., except holidays.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave
Rev. W. S. Dunn, Pastor

Bible School 9:45 a. m.
Morning service at 11 o'clock. Reverend W. S. Dunn will speak on "The Unconquerable Spirit." Anthem by choir.
Young People's meetings 6:45 p.m.
Musical program, 7:30 p. m.
Monday, 7:30 p. m. Board of Trustees.
Tuesday, 6 p. m., girls' club.
Thursday, 7:30 p. m., choir rehearsal.
Friday, 7:15 p. m., Boy Scouts.
You are cordially invited to meet with us in the services of the church.
Go to Church Sunday.

SACRED HEART CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Rev. P. C. Santy, Pastor

Ocean Beach—Sundays, Mass at 8:30 a. m. Sunday school at 9:30. Rosary and Benediction of the Blessed Sacrament at 7:30 p. m. Week-day Mass at 8:00 a. m.

Roseville—Sundays, Mass at 10. Sunday school at 10:30. Mass at 8 every first Saturday of the month.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
F. J. Stoetzel, Pastor.

Sunday school 9:45 a. m.
Morning service at 11 o'clock.

NEW TRINITY CHAPEL
John B. Osborn, L. R. in charge.

Sunday school at 9:45 a. m.
Morning prayer at 11 o'clock.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

PHONE BAYVIEW 0017

If it's about the beaches
It's all in "The Beach News."
Only One Dollar for One Year

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Mail departs 10:15 a.m. and 4:15 p.m.
Sundays and holidays, mail departs 10 a.m.
Mail closes 10 a.m. and 4 p.m, or 15 minutes before daily departure.
Windows not open on Sundays.

PENINSULA MASONIC LODGE
No. 620, F. & A. M.

Stated meetings first Thursday in each month at Masonic Hall, 5019 Newport avenue, Ocean Beach, Calif.

O. B. POLICE SUB-STATION
Abbott St., near Santa Monica Ave.
Phone Bayview 0431
Sergeant Geo. W. Churchman;

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